

The NATIONAL UNDERWRITER

Life Insurance Edition



Here comes the bride . . .

It's Wendy's first wedding. And as you watch her, radiant in all her little-girl loveliness, you can't help thinking forward to the day when the wedding will be her own—when the responsibility for her happiness will pass from your hands to another's.

Yet until that time, the responsibility is yours. It is to you she looks for the basic things that will help her grow from the child you love into the woman you hope she will become. She looks to you for a healthy body, for an alert and educated mind, for a comfortable and happy home.

You never want to let her down. And you never will if you carry Union Central's Ordinary Life Policy. This is not a "die-to-win" policy. Instead it is the lowest cost *permanent* insurance which is available.

Union Central's Ordinary Life Policy works along with you—meeting your changing needs, your varying problems. When you buy your Ordinary Life Policy, it is the contract which best fits your pocketbook. However, the privilege of conversion to a higher premium plan allows you to have your Ordinary Life Policy changed to another type of insurance whenever your situation requires a different form of protection.

Union Central's Ordinary Life Policy is the simple, economical way to prepare for the changing tomorrow—to make sure it will develop into a happy "today" for you and those you love.

* * * * *

The Union Central Agent has a plan to meet every life insurance need. He has contracts ranging from Non-Convertible Term, the lowest premium policy of all, to Single Premium Endowment, the highest. Through these modern, liberal policies, he can provide the finest possible life insurance coverage for applicants from birth to age 65, inclusive.

**The Union Central Life Insurance Co.
CINCINNATI, OHIO**

NATIONAL FRATERNAL CONGRESS

FRIDAY, SEPTEMBER 29, 1950

Office Group Meeting

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Big Ones Out of Little Ones

THAT'S ONE OF OUR specialties in Occidental—helping to make big cases out of little ones and thus building premium income. In a time when the trend is to lower premiums, that's important.

It's done with supplemental benefits added to the original policy.

Add Family Income, Income Protection, Mortgage Protection, Income Disability and Accident & Sickness benefits to your client's policy on *any* plan, and what have you got?

For him, the kind of one-package program that meets his insurance needs. For you, the kind of premium that meets your income needs.



Occidental Life

INSURANCE COMPANY OF CALIFORNIA

V. H. JENKINS, Senior Vice President

"WE PAY AGENTS LIFETIME RENEWALS...THEY LAST AS LONG AS YOU DO"



KNOWS
THAT

Life - Health - Accident -
Hospitalization Insurance
are all necessary

THE UNITED SELLS THIS COMBINATION

For particulars write to WM. D. HALLER,
Vice President and Agency Manager

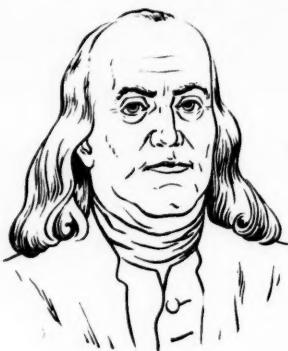
UNITED

LIFE AND ACCIDENT
INSURANCE COMPANY

Concord, New Hampshire



FIDELITY
A WELL-BALANCED COMPANY



"find the balance
...determine accordingly"

BENJAMIN FRANKLIN

Consideration of all factors is fundamental in reaching a sound decision. In Life Insurance these factors include the company's history, objectives, financial position, and policy provisions.

A careful appraisal of Fidelity will indicate that Fidelity is a well-balanced company.



The
**FIDELITY MUTUAL
LIFE INSURANCE COMPANY**
THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA

COMPLETE PERSONAL INSURANCE COVERAGE

"REGISTERED
POLICY
PROTECTION"

LIFE HEALTH
ACCIDENT
HOSPITALIZATION
MEDICAL and SURGICAL
REIMBURSEMENT
GROUP
FRANCHISE
BROKERAGE
REINSURANCE



**REPUBLIC NATIONAL LIFE
INSURANCE COMPANY**

THEO. P. BEASLEY, President
HOME OFFICE

DALLAS, TEXAS

Life Insurance in force exceeds \$300,000,000.00

Office Management Group Holds Annual Meeting at Toronto

Many Methods of Improving Efficiency Brought Out in Address

TORONTO—A record attendance of 600 U. S. and Canadian life company management executives marked the annual conference of Life Office Management Assn. here this week. The convention had one of the most elaborate business machine and office methods exhibits of the year, with displays set up by most of the leading manufacturers in that field in the U. S. and Canada.

Membership in the association was reported by its executive secretary, Frank L. Rowland, to be at a record 230, twice



Frank L. Rowland



W. J. Adams

the figure of only 15 years ago. In addition, three applications are pending. A continuing interest was reported among companies in the many special activities undertaken by the association in the study of specific management problems. An expanding research along these lines was reported, with many new projects now under way and a long list scheduled for future action.

Mr. Rowland announced that the spring conference of L. O. M. A. will be held at the Hotel Mayflower, Washington, D. C., May 21-22 and the 1951 annual conference at Edgewater Beach Hotel, Chicago, Sept. 24-26.

Educational Services Valuable

Life insurance home offices were urged to make greater use of the educational services of the association, in the presidential address by W. J. Adams, who is secretary of Canada Life. He reported a record number of students

NEW OFFICERS

President—H. T. Polk, treasurer National Life & Accident.

Vice-president—J. L. Batchelder, secretary Kansas City Life.

Directors—Noel S. Baker, 2nd vice-president John Hancock; Leonard Moselle, secretary American National; Carl H. Page, secretary Central Life of Iowa.

this year, 4,726 students having taken 3,420 examinations with the L. O. M. A. Institute this spring. In spite of this, Mr. Adams referred to this as a relatively neglected service. He pointed out that there are 142,000 people working in the office end of life insurance in home and branch offices. The 4,700 students,

(CONTINUED ON PAGE 10)

Mutualization Plan for Pacific Mutual Approved

Downey Holds Plan Fair to All Parties, Overrules Objections

LOS ANGELES—Commissioner Downey, in a 22 page opinion, upheld the mutualization plan of Pacific Mutual and overruled the objections of a group of stockholders of the old Pacific Mutual Life Insurance Co. of California and several policyholders under non-cancellable disability policies of the old company. Pacific Mutual Agency Assn. had favored the plan and was represented by counsel at the hearing. This action apparently leaves the way clear for the plan to be put into effect.

The plan calls for the purchase of outstanding stock for the benefit of life policyholders. The price, \$3 million, was fixed by a committee of prominent life insurance and financial men. It is to be paid out of profits of the present company after benefits under non-cancellable contracts, reduced when the new company took over in 1936, are completely restored. So far 36% of the reductions has been restored. The purchase price is to be increased by \$250,000 for each full calendar year between the date of full restoration and Dec. 31, 1973. Simple interest on the purchase price and any increases will be paid at the rate paid on the furthest maturity of United States government bonds publicly held and quoted at the end of each preceding calendar year.

Affects Both Par and Non-par

Mutualization under the plan will extend to both the participating and the non-participating life insurance departments. Commissioner Downey's opinion pointed out that the participating department has been in effect a mutual company run within the corporate structure of the present stock company and that profits of this department on business written by the new company have not been available to restore non-cancellable benefits. The accident and health department will not be mutualized, but will be operated by and for the benefit of the new mutual company. The plan also provides that it will be the policy of the new company to write at least half its new life insurance, other than group, in the non-participating department.

Considerable history of Pacific Mutual is reviewed in the opinion. It points out that the old company, Pacific Mutual Life Insurance Co. of California, suffered heavy losses because of disastrous experience on non-cancellable business, despite a number of rate increases for this coverage, although its life and accident and health business had been on a sound basis. The old company was taken over by Commissioner Carpenter in 1936. The present company—Pacific Mutual Life Insurance Co.—was formed them to take over the business of the old company under a rehabilitation agreement. The new company reinsured all life and accident and health business of the old company, but assumed only part of the non-cancellable liability. The proportion reinsured varied with the age of the policies and the rates at which they had been issued, running from 20% on the oldest policies to 90% on the newest. Only a few policyholders of the various classes refused to accept the reinsurance and filed claims against the insurance department as liquidator instead. Since 1936 the new company has prospered and has restored—in several installments—a total of 36% of the unassumed liability under non-cancellable policies.

American National Offer

Mr. Downey's opinion reports that American National of Galveston offered to purchase the stock, also for \$3 million, and to restore the benefits under non-cancellable policies within seven years, using its own funds if necessary. This offer, he said, could not be accepted, because the rehabilitation agreement provides that the stock cannot be sold unless conditions require it for the protection of the estate in liquidation (of the old company), the new com-

(CONTINUED ON PAGE 13)



Newly elected officers of N.F.C. presidents section. Seated are Secretary Miss Agnes Koob, Woman's Benefit Assn.; President A. L. Salmon, Ben Hur Life, and Past President Mary E. McCullough, Women's Catholic Order of Foresters. Standing are First Vice-president R. George Ransford, Cleaner Life; Second Vice-president M. J. Vargovich, First Catholic Slovak Union; and Thomas R. Heaney, Catholic Order of Foresters, Chicago, who installed the officers.

Fireworks Missing At Washington Meeting of N.A.L.U.

Setting Up Managers and Agents Sections Approved With Slight Debate

By ROBERT B. MITCHELL

WASHINGTON—The 1950 convention of National Assn. of Life Underwriters has been characterized by so little dissension that even some of the least contentious delegates have missed the occasional fireworks that has enlivened these meetings in past years.

The nominating committee's slate was accepted without any nominations being made from the floor. The national council voted overwhelmingly to recommend to the convention body the adoption of a by-law establishing a general agents and managers section and an agents section within the N.A.L.U. structure.

There was some debate on the proposal in the council but most of those who feared that the sectional setup meant a split in association ranks were soon reassured that it would be more in the interest of unity to establish these sections than to refuse the request of the general agents and managers for such a move.

There are several reasons for the highly harmonious atmosphere. Implicit in it is the smooth and effective coordination of the Benson administration and the committees operating under it and, of course, the association's decision to dissociate itself from anything savoring of labor union activities automatically got rid of the most fertile source of disputes, thereby paving the way for the membership to get unitedly behind the association's stated aims.

Nominating Committee Slate

The slate offered by the nominating committee was as follows:

President—John D. Moynahan, Metropolitan Life, Chicago.

Vice-president—Charles E. Cleeton, Occidental Life, Los Angeles.

Secretary—David B. Fluegelman, Northwestern Mutual, New York.

Treasurer—Osborne Bethea, Penn Mutual, New York.

Trustees—Eunice C. Bush, Mutual Life, Baton Rouge, La.; Verne C. Gilbert, Equitable of Iowa, Portland, Ore.; Robert C. Gilmore, Mutual Benefit Life, Bridgeport, Conn.; Henry J. McLaurin, Aetna Life, Detroit; Elmer C. Moore, New York Life, Wichita; A. Jack Nussbaum, Massachusetts Mutual, Milwaukee; Henry S. Stout, John Hancock, Dayton, O.; Robert L. Walker, Peninsular Life, Orlando, Fla.

Since no further nominations could be made the only question to be decided at the election Thursday afternoon was which of the eight trustee candidates should fill the seven available posts.

This will be the first time that the officers and trustees have been elected by the national council. Until last year's by-laws change the council's action was technically only a recommendation, although in practice the convention body always followed it.

Convention week started off with a trustees' meeting Sunday, followed by

(CONTINUED ON PAGE 13)

Investment Assn. Hears Boost for Railroad Bonds

John C. Faulkner, Royal Neighbors, moved up from vice-president into the presidency of the Fraternal Investment Assn. at its annual meeting preceding the congress sessions. He succeeds Joseph E. Reault, Maccabees.

Joseph Fitzsimmons, Modern Woodmen, was named vice-president. Re-elected secretary and treasurer respectively were Howard Lundgren, Woodmen of the World, and William H. Zuelke, Jr., Aid Assn. for Lutherans.

Council members are: R. L. Blodgett, National Mutual Benefit; Clyde F. Wilmeth, Junior Order of Mechanics; Mr. Reault, and Fred Wolfe, Women's Benefit Assn., Port Huron, Mich.

More than 100 attended the sessions where Mr. Reault presided.

The requirements of the National Assn. of Insurance Commissioners' committee on valuation of securities and its enlarged operations were described by Edward J. Reilly, audit bureau chief, New York department.

Research Projects

The accomplishments and future aims of the research projects undertaken by Life Insurance Assn. of America through its committees were outlined by Dr. James J. O'Leary, research director of L.I.A.A. One of the studies that has been completed indicates that the service work connected with urban mortgage investments now involves an average expense of about 0.8%.

As a long term investment, bonds of better railroad systems provide a very satisfactory yield, said George M. Grinnell, of the New York investment firm of Dick & Merle-Smith. All important roads are now earning their fixed charges by a substantial margin and foreign developments assure them of continued good volume of traffic. There is no point in waiting to buy railroad bonds, he suggested, until the economic situation brings about a depressed price condition, because it is impossible to forecast when that will be.

Railroads are essential to the economy of the country and must be supported, he continued, in peace or war. Their bonds are outstanding at very low rates in relation to the investment in property. Since even weak roads must be allowed to earn sufficient money to pay the cost of wages, materials and taxes, stronger roads will be able to earn interest charges by comfortable margins. The weak roads thereby provide a buffer for the strong. These favorable conditions will hold, he opined, regardless of truck and air traffic competition, which still isn't a really serious problem, and a rising scale of wages for railroad labor.



At the National Fraternal Congress meeting—J.C. Lock, a board member of Maccabees, former Congressman and U.S. district attorney, and John P. Stock, N.F.C. and Maccabees president.

Program of Zone 3 Commissioners Set

ST. LOUIS—The impact of the Korean war and the threat of war on the business will be reflected in the agenda for the two-day session of the zone 3 members of National Assn. of Insurance Commissioners to be held here Oct. 16-17.

The program will get underway Sunday with registration followed by a reception.

The business program will open Monday with Superintendent Leggett of Missouri presiding. Discussions of war damage insurance, war clauses and mail order business will follow. Uniform finance agency agreements and examinations will be treated in the afternoon prior to the executive session. A banquet with entertainment will be held that evening.

The program for Tuesday includes discussions of insurance in connection with installment sales, reinsurance and deferred premium payment plans. The final executive session is expected to take up the entire afternoon.

Special entertainment for the women attending will include a special sightseeing tour of St. Louis.

W. Ellery Ally of Connecticut, president of N.A.I.C., and Frank Sullivan of Kansas, vice-president, will be guests.

L.I.A.M.A. Holds SS Seminar

A seminar on the new social security act held in Hartford was sponsored by L.I.A.M.A. and attended by more than 50 local general agents and managers and agency officers of the five life companies with home offices there. C. W. Wing, manager of the Hartford social security office, presented a summary of the major provisions of the new act, followed by a question and answer session.

To Tax Companies Only on '49 and '50

WASHINGTON—According to tax bill conference committee sources, the tax on life company net investment income will apply only to 1949 and 1950 as had originally been voted by the Senate. This is being done to eliminate the possibility of retroactive taxation being held unconstitutional. Earlier reports were that 1948 would also be included.

Nicholson New Hampshire G. A. for Bankers National

Bankers National Life, has appointed S. James Nicholson as general agent in New Hampshire, with headquarters in Manchester.

Mr. Nicholson, a native of Manchester, attended Central High School and George Washington University in Washington, D. C. He entered the business in 1940 with Fidelity Mutual in Washington and transferred to Manchester with the company in 1945.

Mr. Nicholson is secretary-treasurer of the Manchester Life Underwriters Assn., and secretary of the certified life underwriters' study group. His offices for the present will be at 314 Tarrytown Road.

500 at Smyth Agency Open House

More than 500 persons attended an open house at the new quarters of the Harold Smyth agency of National Life of Vermont at Hartford. Deane C. Davis, president, and several others from the home office were on hand. The agency was founded in 1893 and has been under the leadership of Harold Smyth since 1936.

New Gift Tax Provision Aids Estate Planning

The provision that was enacted in a new tax bill removing any question as to contemplation of death in connection with gifts made more than three years before the death of the donor, is exceptionally great interest to estate planners. This apparently means that it would be almost impossible to remove from the estate of a decedent, for tax purposes, gifts made less than three years prior to his death, but it puts absolutely in the clear gifts made more than three years before death. This then, provides an absolute guide in estate planning. In the past, there was uncertainty that the question of contemplation of death would not be raised in connection with gifts, no matter when made.

Could Still be Taxed

It was not necessary to report gifts made more than 10 years prior to the death of a donor, but this did not mean that if a government found out about gifts made in the more distant past that it was not privileged to have the gift, for tax purposes, nullified, and they assigned. "There is fundamental Manual class weekly inde- and immatu- increased pe- Many of the now, may live serious losses. Increased C. Of the pr- first that of f- may result in increased pe- whether the both life ins- the casualty multiple line low conserv- order quickly business, the duce rates, "Will the p- called to fol- It would be when it is agents, pro- even from mood for u- Problem of He ment- by the need so-called sound health worker, cov- tions, subst- ers. Certain jectives and be solved," whether the be on a sou- duction can would be a recklessly in- velop vol- quacy of ra- erage." He spoke- ing larger of the doll- and the po- sition such as it is absolu- a condition- ning and th- J. F. Fol- bureau, rev- eral develop- in the past (CON-



Definitize the Job

It has been said that "The beginning of definiteness is the end of confusion". More than a well-turned literary phrase, this statement abounds in wisdom, and tells succinctly the story of Commonwealth's Agency Plan.

Too often, the assurances given the newcomer in the job of life underwriting, hold for him just such promises of success as do the meanderings of a blindfolded child in a Halloween game, in which the object is to capture an apple suspended from the ceiling. With luck, the child might win a prize. And, with luck, an underwriter engaged in "undefined" work may produce a creditable volume of business.

Here at Commonwealth, we believe in the use of technique and procedures which are definite in their pattern, and which are proven by long experience. We endeavor to remove the blindfold of uncertainty from the working habits of our fieldmen, by providing for them a precisely defined order of time-proven steps, which inevitably prove both pleasant and successful.

At Commonwealth, Indefiniteness is transformed into a definitized job which signals the end of confusion.

Insurance in force August 1, 1950—\$455,199,036

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE



W. H. Zuehlke, Jr., assistant treasurer of Aid Assn. for Lutherans, at left, with his father, W. H. Zuehlke, treasurer of the association for 48 years. Mr. Zuehlke, Sr., is the only N.F.C. founder still active.

Caution Indicated in Writing A.&H. Business, Kipp Says

A&H. Bureau Chairman Reelected—Newer Form of Coverage Reviewed

SKYTOP, PA.—Despite the more favorable experience on A. & H. insurance in recent years, there are many factors which indicate the need for greater caution, and no reason for complacency, W. E. Kipp, Indemnity of North America, declared in his address as chairman of the governing committee at the annual meeting here of Bureau of A. & H. Underwriters. Mr. Kipp was reelected chairman.

"There is a tendency to disregard past fundamental underwriting laws," he said. "Manual classifications are rather loose, and they assigned. Limits of insurance have been increased, with jumbo lines appearing in growing numbers. Large death weekly indemnity is issued to the young and immature whose future is speculative. Low limits of blanket medical payments are written with high limits of death gifts and dismemberment and weekly indemnity, truly a method of rate cutting. Many of these things, while not costly and common, may live to haunt us, as they have a permanency which may well cause serious losses in time of stress."

Increased Competition Seen

Of the problems which now seem to face the business, Mr. Kipp mentioned first that of increased competition, which may result from the entry of new companies into the field and the desire for increased production. The question is whether the new companies, including both life insurers and those brought into the casualty field by the passage of multiple line underwriting laws, will follow conservative lines or whether, in order quickly to gain a position in the business, they will increase benefits, reduce rates, or both.

"Will the years 1910 to 1920 be repeated?" he asked. "Will we all be compelled to follow to protect our business? It would be folly to believe that no one will yield to the temptation, particularly when it is backed by pressure from agents, production departments, and even from executives. Are we in the mood for unbridled competition?"

Problem of New Coverages

He mentioned also the problem raised by the need for new coverages, such as the so-called catastrophic medical form, sound health insurance for the industrial worker, coverage for hazardous occupations, substandard risks and many others. "Certainly these are desirable objectives and it is imperative that they be solved," he said. "The question is whether the rating and underwriting will be on a sound basis and whether production can be controlled. Certainly it would be a serious mistake to plunge recklessly into these new fields, to develop volume before testing the adequacy of rates and the hazards of coverage."

He spoke also of the danger of writing larger limits due to the reduction of the dollar value through inflation, and the possibility of another depression such as that of 1929. He declared it is absolutely necessary to take such a condition into consideration in planning and thinking.

J. F. Follmann, Jr., manager of the bureau, reviewed its activities and general developments in the A. & H. field in the past year. He took up the im-

(CONTINUED ON PAGE 12)

All-Industry Group to Reexamine Ad Law Proposal

The all-industry committee at New York decided to reexamine the proposed unauthorized insurers false advertising process act, as a result of the U. S. Supreme Court decision in the Travelers Health case. Originally, the committee decided against proposing or endorsing this legislation, which would provide that advertising in a state would create agency for the service of process, but there has been renewed agitation for such legislation since the Travelers Health case. This proposal was referred to the mail order insurance committee and will be taken up at a meeting in the near future.

Ponder Interstate Compacts

Another result of the three meetings held in New York was the appointment of a subcommittee of the committee on interstate compacts. The subcommittee consists of American Mutual Alliance, National Board of Fire Underwriters, Assn. of Casualty & Surety Companies, American Life Convention, and National

The all-industry committee also appointed a working subcommittee of the committee on agency and brokerage laws, of which John C. Stott, Norwich, N. Y., past president National Assn. of Insurance Agents, is chairman. This subcommittee will consider a model agency licensing law.

A model agency licensing law. It consists of Assn. of Casualty & Surety Companies, chairman, National Assn. of Life Underwriters, American Mutual Alliance, National Assn. of Independent Insurers, National Assn. of Insurance Agents, National Assn. of Insurance Brokers, National Assn. of Mutual Insurance Agents and National Board of Fire Underwriters.

Illinois Follows N.A.I.C. War Clause Recommendations

A bulletin released by the insurance director of Illinois stating what would be accepted by the department in the way of war clauses follows almost completely the recommendations of the subcommittee of the National Assn. of Insurance Commissioners. The only difference is that, whereas the subcommittee's report defined home area as the continental United States and Canada, the Illinois bulletin also includes the Canal Zone, Puerto Rico, Virgin Islands, Hawaii and the mainland of Alaska.

The Illinois department will also follow the subcommittee's recommendation of the use of a stamp across the first page of the policy or some other reasonably prominent notice that exclusions are contained. An appropriate phrase printed at the foot of the first page of the policy in 12-point bold face type will be acceptable as a minimum requirement, or some other equally prominent notice may be used.

John Hancock General Agents Elect Bobst Chief

At the John Hancock meeting at French Lick, Frank Bobst of Boston was elected president of the Hancock's general agents' association. Edwin R. Erickson, Buffalo, was elected 1st vice-president; Ferrel M. Bean, Chicago, 2nd vice-president; Harry H. Welsh, Jr., Kansas City, treasurer, and Donald W. Hooton, Pittsburgh, secretary.

New directors are Guy L. Foster, Manchester, N. H.; John P. Lynch, St. Paul, Starkey Duncan, Nashville, D. F. Abrams, Decatur, Ill., and M. L. Camps, New York City, retiring president.

Group Annuity Rise Continues in Spite of Inflation Fear

Companies Split on How Much Pensions Should Be Promoted

Group annuity business continues to be well ahead of what it was last year at this time—one company has written twice as many propositions so far—even though several major businesses and labor organizations have expressed grave doubts as to the value of pensions in what may be inflationary years ahead.

Reversing a growing trend in recent years, one large union, it is understood, will emphasize straight salary boosts rather than increasing pension funds when wage negotiations are reopened. An oil company, deciding on the extension of an existing annuity policy, is seriously questioning its future dollars and cents worth in preliminary conferences with the insurer. There are other similar examples.

Companies which engage in group annuity work all report the inflation question is being brought up with some regularity. Yet the buying trend still remains upward. Total net premium income in pensions now is past the half billion mark, representing some 2,100 contracts.

Sees Pensions Increasing

One annuity spokesman stated that inflation has been mentioned in connection with virtually every type of investment today, but believes that businesses and individuals as well will come to the conclusion the life structure remains, and will continue to remain, the soundest market. He saw group annuity as an increasingly important phase of underwriting and expressed the belief that the government's expanding emphasis on social security will result in more pension plans.

At the same time, there is some division of opinion on how much group annuities should be promoted by the insurers. One company, for example, faced with increasing applications, maintains that it is not actively seeking new business, but offering proposals more "as a service." These problems were voiced:

Commitments are often long term, perhaps as much as 60 years. Mortality assumptions, interest rates are tied down to the origin of the contract, even though they may change drastically over the years. On the other hand, union negotiations may upset the original plan in a very few years, before it is fully funded.

On the opposite side, another company is actively competing with banks for this type of business. Banks have a major portion of the nation's pensions. Some unions have specified trust companies, in order to avoid premium taxes, to obtain more control over the administration, and because of other considerations.

Avoidance of corporate taxes in addition to increasing social security consciousness, individually and governmentally, were listed among the reasons auguring potently for more group annuity purchasing. An official in the group department expressed the belief it is merely a "matter of education" to swing more business of this nature to insurance companies.

Another opinion was voiced to the effect that whether or not group annuity is "substantial business," companies will have to come to it eventually, if they are not in it already—because of federal and labor pressure.

Top Start

Irwin M. Flaster, of our Harry O. Rasmussen Agency in Newark, has some sound ideas about prospecting. This is important to him because prospecting is one of the keys to any underwriter's outstanding success. Mr. Flaster has one idea which is basic.

"Start at the top," he says. "Contact and work for the head or president of the firm. It is easier to get references to his subordinates than to attempt to get a reference from a younger or junior official to the top or head of a firm.

"In addition, the business that results from contacting those higher executives is particularly worthy of the effort, for it produces larger volume than would be obtained from talking to less important officials. This is especially true in Business Insurance and Estate Planning activities."

THE PENN MUTUAL LIFE INSURANCE CO.

MALCOLM ADAM
President
INDEPENDENCE SQUARE, PHILADELPHIA

List Further War Clause Actions

Bankers Life of Iowa—War clauses for members of the armed services and for those in aviation branches of all reserves.

National Life of Vermont—War and aviation clause for members of armed services, and on term, term prefix, graded premium life and family income for members of the active or inactive reserve, members of the national guard, and for males ages 17 to 26. Life and higher premium plans on such individuals not alerted for extended duty will still be considered for a total in force of \$25,000 without war and aviation rider on applications submitted by company's full time agents. Applications on former military pilots or crew members will be considered only with an aviation rider for a maximum of \$25,000.

Occidental—War clauses for military personnel and members of the reserves and national guard.

Phoenix Mutual—No war clause.

Prudential—Results type clause for full time active members of the armed forces and to those whose active service is imminent. Such applicants not issued

family income, decreasing term riders, accidental means death benefit, applicants premium waiver benefit or temporary income policies.

United Benefit—War and aviation clause for members of the army, navy, marine corps, air force, coast guard, members of all active reserve components of these organizations, and members of the national guard.

Minnesota Mutual—Results type clause for those in military service or in the national guard or reserve. At draft ages a total maximum of \$10,000 on ordinary life or higher premium form will be allowed on any one life without war restrictions. For amounts over \$10,000 and for term and preferred risk plans, a war rider will be attached. For all other applicants there are no limitations or war restrictions.

Hoosier Farm Bureau—Results type clause for members of the reserve, national guard, active military personnel, and those whose immediate induction into the service is imminent. Applicants subject to draft are limited to \$5,000 without a war rider and will not be issued term or family income; war clause for those applicants on amounts in excess of \$5,000.

Acacia Mutual Life—Results type clause for amounts above \$10,000 for

applicants in the armed forces, national guard, reserves and all male applicants ages 18 to 25. Any applicant who is already in the armed forces must have the full amount of National Service life insurance to which he is entitled before Acacia will consider additional insurance. Term policies or riders and modified endowment policies not issued to members of the armed forces, national guard, reserves or applicants ages 18 to 25; modified endowment policies not issued to males ages 15 to 17.

Tackle GI Insurance Problem

WASHINGTON—Rep. Rankin, chairman House veterans affairs committee, announces that when Congress returns in November he intends to have his committee hold hearings on his bill to "provide automatic insurance protection for all men entering the armed forces during an emergency."

His bill, HR 9437, Rankin said, is the first step in a study of "possibilities of a new insurance program." This week his committee staff starts conferences with officials of government departments and agencies and veterans' organizations, Rankin said, "with a view to giving detailed consideration to his bill and other proposals in this field."

Rep. Priest, Tennessee, Democratic whip, has introduced a bill to provide National Service Life Insurance for Tennessee air national guard members killed in a plane crash near Myrtle Beach, S. C., July 23.

Ecker Valuation Plan for Equities to Be Aired by N.A.I.C. Unit Oct. 19-20

The securities valuation proposal of F. W. Ecker, financial vice-president of Metropolitan Life, will be discussed at a meeting of the subcommittee on valuation of securities of National Assn. of Insurance Commissioners committee of valuation of securities at New York Oct. 19-20. This proposal was not made public at the Quebec convention of N.A.I.C. because of important differences between the fire-casualty interests on the one hand and the life on the other. The life people want to introduce an averaging method into the valuation of equities in annual statements, but this is seriously opposed by the property insurance interests.

Real Estate Appraisers to Hear T. I. Parkinson

Real estate appraising and mortgage lending in the atomic age will be the feature subject at the eastern regional conference of the Society of Residential Appraisers at New York Oct. 6.

Thomas I. Parkinson, president of Equitable Society, will be the luncheon speaker.

Joseph Malzo, mortgage officer of Union Labor Life, and a vice-president of the society, and L. W. Ellwood, chief appraiser for New York Life, will participate in a panel discussion on the main topic of the meeting.

Chicago Managers Club Joins in A.L.C. Rally

The opening luncheon for the new season of Life Agency Managers of Chicago will be held at the Edgewater Beach hotel, Oct. 3 during the annual meeting of American Life Convention there. The speaker will be Holgar J. Johnson, president of Institute of Life Insurance. Following the luncheon the entire group will be special guests of American Life Convention at the afternoon meeting of the A.L.C. Agency Section. Ferrel M. Bean of John Hancock Mutual is chairman of the program committee of the Chicago organization and Hans A. Franke of Ohio State Life is president.

Dechert, Helpern Address Claim Men

In an address before the International Claim Assn., meeting at White Sulphur Springs, Robert Dechert, general counsel of Penn Mutual Life, reviewed the history of beneficial designations and discussed the problems resulting from the trend toward complex beneficiary designations.

In order to get around putting so much language in the policy that it will confuse the signer, Mr. Dechert recommended putting the general principles of interpretation in a printed part of the document.

He stated that the most valuable asset involved is the "hindsight" experience of an informed claim man.

Milton Helpern, deputy chief medical examiner of New York City, addressed the group on the pathologist's view of some of the problems that confront a claim man.

He said that in 4.6% of sudden and unexpected deaths the autopsy shows the cause of death to be a rupture of a small aneurysm of the cerebral arteries, even though there was no preceding history of high blood pressure. The claim man should be familiar with this as a cause of sudden death as well as the various means of identifying decomposed or dismembered bodies such as persistent tattoos, traumatic or surgical scars, bony deformities and dentistry.

Package Sales for New Men

A number of general agents and leading producers of Security Mutual Life were recently asked whether they thought the new agent should learn a few points on all policies the company issued in the first year or the major points on one policy or package sale and gradually learn the others.

Every response reported by the "Roster," company house organ, favored the package sale as a starter. With it the agent coming into the business can be out in actual production and earning money in about two weeks. The other way would take much longer. It gives the agent a tool to go to prospective clients and sell and meanwhile he has an opportunity to broaden his knowledge of other policies.

One general agent said that learning a package sale and selling it exclusively is the shortest and quickest way to make a living. While a man is making a living selling insurance, he said, he will never quit the business and will eventually be successful.

Other pointers mentioned were that the salesmen develops the ability to make the prospect understand what he is buying.

Having sold a package the agent can always return when he has learned programming as he has developed an entree for further sales.

In-Service Benefits

Provident Mutual Life employees who enter service will receive "in-service" benefits.

A married man with dependents drafted, or required to enter military services because of membership in reserves or national guard, after at least one year of service with the company will be allowed monthly an amount which, when added to his service pay, will equal his monthly salary from the company.

There are provisions for men without dependents, for voluntary enlistments by men and women, for persons with less than a year of company service, and for those whose service pay equals or exceeds the Provident salary. There is also provision for crediting continuous service under the pension plan if certain conditions are fulfilled.

Guarantee Reserve Life of Fort Collins, Colo., has been admitted to membership in Institute of Home Office Underwriters. Membership now numbers 207 companies.

MAKING HARD WORK EASY

They say selling insurance is hard work if you take it easy—easy if you work at it hard. We found a sequel to that in a recent article by Jan Struther. The famous author of "Mrs. Miniver" was talking to a Death Valley prospector who "reckoned" he put in 14 to 16 hours a day at it. "My," she said. "That sounds like pretty hard work." "Tain't," he replied. "Guess nothin's really hard work unless you'd sooner be doin' somethin' else."

P. S. Our folks here at North American tell us the "FULL-FOR-NON-CONFING" feature in our Progressive Disability line is one mighty good way to make hard work easy.



NORTH AMERICAN Life and Casualty Company

Founded 1896

HOME OFFICE: MINNEAPOLIS, MINNESOTA

H. P. SKOGLUND, President



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NEWS ABOUT LIFE POLICIES

Pacific Mutual Offers Two New Policies

Pacific Mutual Life has introduced a new home protection plan and a family hospital expense policy.

The home protection plan provides for accident and sickness disability income and for home-operating income to the beneficiary, as well as for a death benefit for the unpaid mortgage balance.

The Pacific Mutual hospital expense policy is designed for flexible arrangements of benefits to policyholders.

National of Vermont Offers Family Income to 65 Form

National Life of Vermont has put out a family income to age 65 policy, offered at issue ages 20 to 40 for a sum insured of from \$2,500 to \$50,000.

A monthly income of \$10 per \$1,000 is payable to age 65, if the insured dies prior thereto, and at age 65 the sum insured is payable. These death benefits may be commuted, if desired, and paid either in one sum or under settlement options. In the event of death after age 65, the sum insured is immediately payable and settlement options are also available here, if desired.

It contains the right of conversion without evidence of insurability during a period dependent upon age at issue, ranging from 11 years for issue age 20 to 6 years for issue age 40. Under this conversion option the sum insured is

converted to ordinary life as of original age and date, and the full balance of the then commuted value of the policy may be converted as of attained age to any life, limited payment life or endowment policy.

The accidental death benefit may be attached for an amount equal to the sum insured. Waiver of premium disability benefits also are available and a disability income benefit is offered, providing a monthly income of \$10 for each \$1,000 sum insured.

Wisconsin National Offers Juvenile Estate Plan

Wisconsin National Life has a new juvenile estate plan paid up at 65. It provides \$1,000 of insurance to the policy anniversary nearest insured's 21st birthday. (If issued at age 0 the death benefit is \$250 until attained age 6 months.) The amount of insurance is automatically increased to \$5,000 at age 21 without evidence of insurability and no change in premium. On the policy anniversary nearest age 65 the policy becomes paid up for \$5,000.

The plan will be issued from insurable age 0 through 14. The minimum policy that will be issued is one unit.

New Ordinary Policies

Monumental Life has introduced the following ordinary policies: 10, 15 and 20 year family income rider; 15, 20 and 25 year mortgage redemption decreasing

term; 15 year term and juvenile endowments maturing at ages 18, 19, 20 and 21.

Also, weekly premium policies have been liberalized to provide double indemnity benefits from 5 to 70 instead of from 10 to 60, to provide disability coverage to 70 instead of 65, and contestability after one year instead of two.

Has New Juvenile Plan

Peoples Life of Indiana recently introduced a juvenile plan with death benefits of \$1,000, plus total annual premiums, if death occurs prior to age 21. At the anniversary nearest age 21 the policy automatically increases to \$5,000 without an increase in the premium. Premiums are payable to age 65, at which time the policy becomes a paid-up \$5,000 life insurance policy.

At age 21 the insured may convert the policy to an endowment at age 65 with the same date, age and annual premium. The endowment at age 65 policy will be in the amount of \$4,360 for each \$5,000 of ultimate amount in the original policy.

New Life Expectancy Plan

Atlas Life has a new life expectancy contract which becomes paid-up for half the face amount at expectancy age. This plan can be converted to a higher premium form, as of original age at issue, any time within 10 years from date of issue or any time up to five years before end of expectancy, as of the attained age, without evidence of insurability.

Postal Life is offering a new policy called "special whole life paid up at 85." It has a minimum of \$5,000 and provides double, triple and quadruple protection when combined with convertible term riders. It is issued at ages 15 to 65.

John Hancock is now making available its preferred risk whole life policy to qualified risks at ages 56 to 65.

Insurance Lawyers End Successful Parley

WASHINGTON — With John F. Handy, general counsel of Massachusetts Mutual, presiding, the insurance law section of American Bar Assn., at its final session here elected officers, acted upon committee reports and adjourned after the new officers had been introduced. The new chairman, Clarence W. Heyl of Peoria, spoke briefly. Roy Whitehead, Ontario insurance

superintendent, and Sterling Alexander, Iowa commissioner, were recognized for a word of greeting.

The session heard papers read by Gordon N. Shaver, Toronto lawyer, on "Pitfalls in Insurance Policies," and David Kadyk, Chicago, on "Control and Regulation of British Insurance Companies." Mr. Shaver was introduced by W. E. McLean of Toronto, and Mr. Kadyk by Mr. Handy.

Mr. Handy called upon Ralph H. Kastner of American Life Convention for the secretary's report. He said the insurance section membership was 3,711 as of Sept. 11, and income for the fiscal year ended June 30 totaled \$14,200.

Howard L. Smith of Tulsa, chairman of the membership committee, spoke as did Harry Raymond as chairman of the committee on publications.

William Shumate, chairman of the nominating committee, reported the slate headed by Mr. Heyl.

Pitfalls in Planning Estates

The Brooklyn branch of Life Underwriters Assn. of New York City at its opening meeting Oct. 5 will hear Joseph A. Cox, attorney for the public administrator of New York County, who will discuss "Planning of Estates and Their Pitfalls."

Registrations for the 1950-51 L.U.T.C. courses to be given in Brooklyn will be taken from all interested agents. There will be one class per week for 25 weeks beginning about Oct. 19.

Hear L. A. Police Chief

Chief of Police William Parker spoke at the first fall meeting of A. & H. Managers Club of Los Angeles on "The Police and the Public."

Herbert Rose, Unity Mutual L. & A.; W. E. Mast, Continental Assurance, and A. C. Leonard, Hartford Accident, were named as nominating committee to present a slate of candidates at the convention of the state association at San Francisco.

Roy O. Elmore, Hartford Fire, spoke on the educational program sponsored by Fire Underwriters Assn. of the Pacific and asked cooperation of the club in forwarding it.

Dineen to Speak in Cal.

Robert E. Dineen, former New York superintendent, now a vice-president of Northwestern Mutual Life, will speak at a joint dinner meeting of San Francisco and Oakland managers' associations, to be held in Oakland, Oct. 10.



Grouped together after their installation are the new officers and executive committee of Fraternal Field Managers Assn. Seated, left to right, are: J. Richard Sims, Woodmen of the World, immediate past president; W. Cable Jackson, Modern Woodmen, the new president, and Mrs. Florence Jensen, Woodmen Circle, of the executive committee. Standing, left to right, are: L. E. Probst, Independent Order of Foresters, and Harold Houle, Lutheran Brotherhood, executive committeemen; John E. Little, Maccabees, reelected secretary-treasurer, and J. A. Porterfield, Equitable Reserve Assn., the new vice-president.



Omaha Insurers' Kinship Breeds Much Litigation

A legal battle has opened in federal court at Omaha involving the effort of Mutual Benefit H. & A. to buy for \$23 million the stock of the affiliated United Benefit Life.

Abraham L. Pomerantz, New York attorney, is resisting the move as representative of Mutual Benefit's policyholders. Pomerantz maintains that United Life was born, fed and nurtured out of Mutual Benefit's assets and belongs to Mutual Benefit. He says Mutual Benefit is entitled to United Benefit without paying a cent.

Judge Chase said he would rule later on whether Mutual must produce certain key documents.

Mutual Benefit's directors have asked the court for complete exoneration of any charges of "wrong doing" during the years both companies operated with interlocking directorates and with largely the same staff.

The contested documents are an insurance examiner's report of both concerns, drawn after an examination in 1945, and a legal opinion on the effect of the two companies' interlocking directorate to the Clayton anti-trust act.

Pomerantz' actions are known as derivative suits. They are linked to the petition for declaratory judgment that was filed at Omaha asking Douglas county district court to hold the contract for sale of United Benefit stock to Mutual Benefit legal. Subsequently two non-car policyholders who reside in New York intervened for themselves and policyholders of Mutual Benefit similarly situated asking the court to impose a constructive trust on United Life stock and property for benefit of Mutual Benefit.

Depositions now are being taken and the case prepared for trial.

The declaratory judgment action is by W. D. Lane, E. J. McNeely and C. E. Peterson who compose a policyholders committee of Mutual Benefit and the executive committee of Mutual Benefit's board of directors. Their action is against a group representing Mutual Benefit policyholders, two groups representing stockholders of United Life, United itself, officers and directors of Mutual Benefit, Insurance Director Stone of Nebraska and Attorney General Beck.

The Lane group was elected last January to represent policyholders in negotiating the Mutual Benefit purchase of United. Their petition explains that United was organized by persons who were officers, directors or agents of Mutual Benefit and till the last year or two were also officers and directors of United. In the main the same agents have operated for both companies.

Commissioners Concerned

In 1946 the commissioners became concerned that the close association of the two companies might result in unfair and inequitable allocation of expenses and that officers might find it hard to act impartially. The commissioners finally directed Mutual Benefit to acquire the stock of United Life.

Mutual Benefit was reconstituted so the directors were those who did not own and never had owned United Life stock. The Lane group was named and negotiated for the stock purchase, the deal being approved June 15. The commissioners approved it as fair and equitable.

Mutual Benefit policyholders have raised questions as to the legality of certain phases of the transaction. Does Mutual Benefit have legal authority to purchase United Life stock or is it not, by ownership of stock, engaging in life insurance business contrary to its charter and statute under which it was formed? Does Mutual Benefit have the right to invest 50% of available surplus in stock of any insurer as the United deal calls for, or does Sec. 44-310.01 Nebraska law confine it to investment

without violating inhibitions against transactions between a corporation and its officers? Is it an arms length transaction? Has operation of Mutual Benefit and United Life and their management been equitable and proper as to all interested parties?

The petition asks the court to rule affirmatively on these points. The Lane group is represented by Attorney Yale C. Holland.

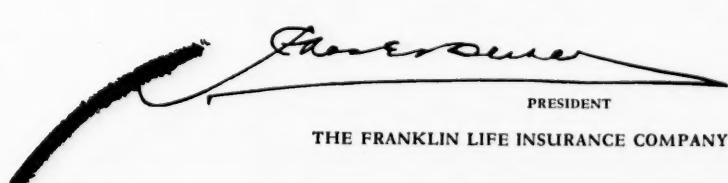
The New York intervenors, Carl H. Singer and Joseph White, charge that the officers and directors of Mutual

Benefit who owned stock in United Life breached their trust as Mutual Benefit officers and directors for the benefit of themselves and their privately owned insurance company, United Life. Singer June 9 had filed in New York supreme court, then transferred to federal court action against United Life, its officers, etc. Allegations in the intervention are substantially the same.

Officers and directors of Mutual Benefit, the Singer petition charges, have for years been conducting affairs of

(CONTINUED ON PAGE 19)

I t is my firm conviction that ownership of a Franklin General Agency franchise offers the most exceptional opportunity in the entire Life Insurance industry today. It is practically equivalent to a guarantee of future happiness, prosperity, and financial independence as our field associates will eagerly testify.



PRESIDENT

THE FRANKLIN LIFE INSURANCE COMPANY



The Friendly FRANKLIN LIFE INSURANCE COMPANY

CHAS. B. BECKER, PRESIDENT

DISTINGUISHED SERVICE SINCE 1884

SPRINGFIELD, ILLINOIS

One of the 15 Oldest Stock Legal Reserve Life Companies in America

OVER \$850,000,000 INSURANCE IN FORCE

National Life, Vt., Gives Annual Maple Breakfast

DETROIT—National Life of Vermont gave its annual maple breakfast here in conjunction with the convention of Mortgage Bankers Assn. of America. About 175 attended. The only speaking was a brief message of welcome by Executive Vice-president L. D. Meredith. Most of the guests were National Life's mortgage loan correspondents throughout the country, plus officers of the

association and a number of Detroit brokers.

Besides Mr. Meredith, hosts were A. C. Pond, supervisor of real estate investments; Assistant Counsel Peter Giuliani, D. G. Robinson, National general agent here; Mr. Robinson's father, George M. Robinson, who recently retired as general agent, and J. R. McFarlane, mortgage loan inspector.

Robert F. MacLeod has been appointed Newfoundland manager of Manufacturers Life.

LEADERSHIP...



The upsurge of interest in non-cancellable Accident and Health insurance has focused the attention of progressive underwriters on our position of leadership in a specialized field.

THE Paul Revere Life
INSURANCE COMPANY
WORCESTER - MASSACHUSETTS

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Edward R. Hodgkins, Vice-Pres. and Mgr. of Agencies

NON-CANCELABLE ACCIDENT & HEALTH • LIFE • GROUP
Agency representation in the 48 states, the District of Columbia and Hawaii

North American Reassurance Company

J. Howard Oden, President

110 East 42nd Street

New York 17, N. Y.

LIFE REINSURANCE EXCLUSIVELY

Weir, Ellard, Johnson on Ad Men's Atlantic City Card

Speakers for the Life Insurance Advertisers Assn. annual meeting at Claridge Hotel, Atlantic City, Oct. 23-25 include Walter Weir, president of a New York advertising agency bearing his name who will talk on writing for advertising and sales promotion; Roscoe Ellard, journalism professor at Columbia graduate school of journalism whose topic is "How to Write to Be Understood," and Holgar Johnson, president of Institute of Life Insurance, on "What Your Job Means to the Economy."

A. H. Thiemann, assistant vice-president of New York Life, is program chairman.

Using War Status Form

Ohio State Life has initiated the use of a war status form to accompany the applications of all males between 15 and 45.

The form asks if the applicant is member of the armed forces or reserves, has registered for the draft or has any intention of volunteering. It also asks if the applicant intends to take any aviation training or is going to work, travel or reside outside of the United States and Canada.

Host to New Managers

Manager George A. Sattem, of Mutual Life, was host at a cocktail party in honor of five newly appointed managers for the company in the Los Angeles and Southern California territory. They are: William Phillips and Carl Wood, Los Angeles; William Rowlands, Pasadena; Carl Rogers, Long Beach, and Patrick S. Koenigsberger, Beverly Hills.

N. M., Boston Share Crown

New Mexico showed the greatest rate of increase in ordinary life sales in August, with Virginia second and South Carolina third, it is reported by L.I.A.M.A. Countrywide, ordinary business increased 55% in August compared with August, 1949, while New Mexico sales increased, rising 111%. Virginia reported a 94% gain and South Carolina 90%.

For the first eight months, with national ordinary sales up 16% over a year ago, New Mexico also led with an increase of 39%, with Arizona in second place, up 36% over the corresponding period of last year.

Among the large cities, Boston showed the greatest rate of increase for August,

with a gain of 80%. Philadelphia was second with a gain of 60%. Boston also led for the eight months with a gain of 16%.

Chicago, for August was up 47%, year to date 6%; Cleveland, 50% and 9%; Detroit, 47% and 14%; Los Angeles, 38% and 12%; New York, 39% and 13%; Philadelphia, 60% and 15%; St. Louis, 54% and 14%.

Propose SS Benefits for Korean Veterans

WASHINGTON—Extension of benefits under section 217 of the social security act, as amended last summer, to veterans of the Korean war, is proposed in a bill offered by Rep. Keating. The new law gives wage credits for OASI purposes to veterans of the last war in proportion to their length of military service.

Prudential Promotes Duffel

William R. Duffel has been promoted to assistant manager for Prudential at San Francisco. He joined Prudential at San Francisco in 1949. He is an air corps veteran.

Albany Cashiers Elect

George Gould, New York Life, is the new president of Albany, N. Y., Life Cashiers Assn. Vice-president is Miss Helen E. Dean, New England Mutual, and secretary, Miss Helen Lesniak, State Mutual.

Bankers Has Training School

Twenty-five salesmen from 18 agencies of Bankers Life of Iowa attended a home office sales training school at Des Moines.

Loren R. Pettersen of Ottumwa, Ia., led the school group in writing new business during the qualifying period. He sold \$501,950.

Ohio UDC Hearing Oct. 2

The Ohio disability unemployment insurance commission will hold its sixth public hearing Oct. 2 in the state house at Columbus. The programs now in effect in Rhode Island, California, New Jersey and New York will be explained.

Toledo Cashiers' Officers

Toledo (O.) Life Agency Cashiers Assn. has installed these new officers: Alfred Welling, Northwestern Mutual Life, president; Mrs. Violet Kragh, Union Central Life, vice-president; Jeanne Weckerlin, Massachusetts Mutual, secretary.

McGarr Manager in N. Y.

Union Labor Life has appointed Joseph P. McGarr manager of its New York branch office at 60 East 42nd street, which houses agents active in the metropolitan area.

Mr. McGarr joined Union Labor as an agent in 1944, advanced to field supervisor in 1945 where he oversaw agency operations in several eastern states and earlier this year was appointed assistant manager of the New York agency office. He is a graduate of the agency management course.

HARRY O. KRAMER, 81, vice-president and director of North American Life and general agent for the state of Ohio, died in Columbus after a long illness. He joined the company in 1907 after several years as a personal producer in Indiana for New York Life. He became Ohio general agent in 1917.

C. Rigdon Robb, of the Jamison & Phelps agency of Northwestern Mutual at Chicago, consultant on employee benefit plans, spoke at the Sept. 26 meeting of Calumet chapter, National Assn. of Cost Accountants, on "Current Industrial Pension Plans."

Walter W. Head, president, of General American Life was awarded an honorary L.L.D. degree by Park College at Parkville, Mo., in connection with the celebration of the college's diamond anniversary.

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Business to Sell Stresses Need for Itself to Public

The need for business to sell itself to the public was emphasized by M. Lyle Spencer, dean of the school of journalism of Syracuse University, in his talk before the Wednesday session of the N.F.C. This acute need arises, he said, because the masses in general know so little about organized business and people always fear what they don't understand.

Dean Spencer cited a recent opinion survey made by the Assn. of Reserve City Bankers that showed that 61% of the people in the United States were unable to name a single thing that the banks do in the interest of their communities.

In another opinion poll, taken by the Psychological Corp. of New York City, it was found that 19.1% of the people in the country believe they would get more for their money if all business were under government management. Another 14.1% believe that the benefits they would receive would be about the same and 29.8% of the people have no opinion at all. That means that 63% of the people in the country either favor government management of business or have no objection.

Barnhart Heads Actuarial Assn.

The longest program of the N.F.C. meeting was that of the Fraternal Actuarial Assn., which heard two important papers.

R. A. Hohaus, actuary of Metropolitan Life, described in detail the recent amendments to the social security act, and Samuel Eckler of Pipe & Eckler, Toronto consulting actuarial firm, delivered an address on the history of fraternal legislation in Canada.

The new officers are: Lyle H. Barnhart, Fidelity Life Assn., who succeeds Walter L. Rugland, Aid Assn., for Lutherans, as president; Robert E. Morris, Maccabees, vice-president; Miss Mary Cusic, Royal Neighbors, secretary; H. R. Taylor and R. D. Taylor, of Taylor & Taylor, Cedar Rapids consulting actuaries, reelected treasurer and editor, respectively; and Frank Lee, Woman's Benefit Assn., librarian. Active members of the council are: Mr. Rugland; Ingolf Lee, Lutheran Brotherhood; Daniel D. Mackin, Woodmen of the World; George A. Huggins, consulting actuary of Philadelphia, and F. J. Gadien, Modern Woodmen.

Messrs. Barnhart and Morris discussed previously read papers on hospitalization insurance and fraternal benefit societies, and Mr. Gadien spoke on an earlier paper giving the results of a reserve strengthening program. A statistical comparison of social security



Lyle H. Barnhart

benefits under the old and new acts was given by William Huggins, on a paper telling of problems in integrating social security with a local retirement program.

Fraternal Congress Briefs

Shelby Cullom Davis, former N. Y. deputy superintendent, and now a New York securities dealer, attended some N.F.C. sessions. He gave a dinner at the University Club for about a dozen of the investment delegates who attended the meeting.

Richard Allen, Standard Life Assn., was using a cane to get around at the different sessions. He is recuperating from a motorcycle-tractor collision. Motorcycling has been one of his hobbies but he says he is giving it up now.

The board of **Woodmen of the World** met at Portland, Me., before the meeting and en route to the sessions of the Congress, a delegation lead by President Farrar Newberry, stopped off at Middletown, N. Y., where they unveiled a regional monument with impressive ceremonies. While in Maine they were feted by the Governor at a clambake.

A total of 846 have now earned the degree of **Fraternal Insurance Counselor** (F.I.C.). This activity is expected to increase now that the F.I.C. Assn. has been formed.

Economic Outlook Talk Heard by Presidents

By selling insurance you save the family, the economy, and democratic government, Raymond Rodgers, professor of banking New York University, told the presidents' section at a well attended session.

In a discussion of the business outlook, he foresaw the economy operating at a peak effort to maintain full "guns and butter" production, but, he said, inflation, unless controlled by stronger measures than now seem likely from either party before or after the election, may become far more serious. He urged fraternals to continue their conservative investment practices because of their trusteeship function.

Election Results

A highlight of the meeting was the presentation of a new film of Woodmen of the World on "Fraternity in Action." This film is being used by W.O.W. as a record of its fraternal and community services to promote its activities at its 9,000 camps. The picture made a big hit with the audience.

The new president of the section is A. L. Saulmon, Ben Hur Life Assn. He succeeds Mary E. McCullough, Women's Catholic Order of Foresters. Others are R. George Ransford, Gleaner Life, 1st vice-president; M. J. Vargovich, First Catholic Slovak Union, 2nd vice-president, and Miss Agnes Koob, Woman's Benefit Assn., secretary-treasurer.

The first fall meeting of the Society of **L.O.M.A. Graduates** will be held at the home office of Mutual Life, New York City, Oct. 4. There will be an open house and tour of the new Mutual Life building, a buffet supper, and then a talk by George E. Johnson, vice-president of Teachers Insurance & Annuity, on "The Female Supervisor."

It was stated in last week's issue in the announcement of officers of the International Claim Assn., that **John W. Ayer** was with Mutual Life. He is with New England Mutual Life.

John Hancock in August made a 71% gain over August of last year and the first eight months stood at 18.5% over last year. This is a combination of an eight months of steady gain starting in January with a gain of 3.7% over January of last year. In 1949, the company gained in ordinary insurance in force at the rate of 7.68%. During 1950, the figure has risen to 8.23%, an improvement laid to the betterment of persistency.



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O. Sturm Wells, general counsel, Woodmen Circle, chatting with Luke E. Hart, supreme advocate of Knights of Columbus.

L.O.M.A. MEETS AT TORONTO

(CONTINUED FROM PAGE 1)

therefore, represent just about one out of each 30 people. The corresponding figure for Canada, where Life Insurance Institute of Canada has done similar educational work for 50 years, was given as one out of 16.

"The extension of our educational services will be of value to our industry in general and, indeed, our whole free enterprise economy," he said. "The attacks which are made on our business by those who advocate other types of economies can be answered only by facts and knowledge."

Another neglected service of the association cited by President Adams was the cost accounting system set up after a quarter of a century of study and effort. He suggested that if the demand were sufficient the association might assign a staff member to the task of assisting member companies in their study of this problem.

Simplifying Settlement Procedures

Simplified optional settlement procedures should be the goal of all life companies, Warren T. Bleasle, secretary Connecticut Mutual Life, declared. Restricting his talk to the mechanics of carrying out optional settlement procedures, Mr. Bleasle reviewed the development of such settlements and the problems that have beset various companies since their adoption.

Mr. Bleasle expressed the hope that companies, in searching for simplified procedures, will never lose sight of their responsibility to the insuring public and their heirs.

"We should take the position," he said, "that the life insurance companies' responsibility does not entirely cease at the death of the insured but extends beyond that time to the end that the

purposes for which he took the insurance may be fully carried out in favor of his family. With this in mind, it should be our aim to provide reasonable, workable settlement service at the lowest possible cost."

Cost analysis is an urgent need of life companies and can be undertaken at a relatively small expense, in fact producing a profit, Russell Wetmore, assistant comptroller of Mutual Life, reported. Mr. Wetmore was chairman of the symposium on cost analysis.

He said the L. O. M. A. cost committee, after 25 years of work on costs, is now at the point at which it is in a position to help any company that wants to do an effective cost analysis job. Up to now, he added, most companies have spent less on functional cost studies than they have on job evaluation and many other research undertakings.

Policy Loan Costs

Earl T. Helsel, associate auditor of Equitable Society, presented the final report of the sub-committee on policy loan costs, covering the years 1946-8. The majority of companies were shown to have fallen within the range of cost limits suggested by the special study made in 1947, and yet the range from minimum to maximum was very large. The variation in costs did not seem to reflect such details as the number of reviews made of the loan application, nor did it relate to payment of loan interest with premium. While emphasizing that no standard seemed possible from such studies, Mr. Helsel did stress the value of having these studies for comparison use by individual companies.

J. Price Murphy, assistant treasurer of Equitable Life of Iowa, reported on last year's over-all cost ratio study of

L. O. M. A., saying that life companies have done a good job in controlling expenses during the past three years. While the tabulations of seven companies show a continuing increase in the ratio for acquisition and renewal expenses, the increase is relatively small in view of the fact that all expenses other than commissions and premium taxes are based on 1946 cost levels. The 1949 ratio of acquisition and renewal expenses to the formula allowance was 114.1, after adjustment for federal taxes, compared with 102.6 in 1946.

C. W. Adamson, assistant secretary of Northwestern Mutual Life, discussed the report of the L. O. M. A. study made on dividend costs. He pointed out that there was a wide variation in cost, reflecting the differences in operating methods and in policyholder uses of the dividends. One company pays 10% of its dividends by check, another 1%. One company puts up to 80% of dividends under the accumulation option, another only 4%. One uses 38% to buy additions, another 1%.

Pre-Retirement Preparation

Pre-retirement preparation for employees is now being studied by a special committee of the L. O. M. A. Paul W. Stewart, personnel director of Prudential and chairman of the committee, said at the second day's session. Pointing out that this problem will become of major importance as the years go on, Mr. Stewart said it is necessary to develop a single pattern on which the many varied points of view can agree.

Other projects under way include a salary survey for clerical jobs, a study on the selection and appraisal of supervisors and a review of methods in use for the creation and sustaining of enthusiasm for home office jobs. A handbook on the selection and rating of supervisory personnel is now in the process of preparation.

Life insurance should do a more intensive job of developing women for supervisory and official positions, George E. Johnson, vice-president and secretary of Teachers I. & A., said.

Citing a recent study by the Department of Labor, Mr. Johnson said that, while two-thirds of the life insurance employees are women, only one-fifth of the higher level jobs in the business are held by women and only 2% of the company officers are women.

"This presents two challenging questions," Mr. Johnson stated. "Why have women not progressed more rapidly and further up the ladder of success in life insurance companies? And are there any practical steps that we can take to help them to progress further and faster?"

There is a special urgency for this consideration today, he contended, in view of the Korean War and the impending situation generally.

Need Trained Supervisory Help

Because the employee, particularly in the larger companies, looks upon his immediate supervisor as representing the company's views, it is highly desirable that management have well-trained supervisory help, James Greenwood, manager personnel department Massachusetts Mutual, asserted.

"If we are to be assured that the employee maintains a healthy attitude towards his company, that he is well adjusted to his work situation and that he is given the understanding treatment which all of us want each employee to have, it must be done through the medium of the supervisor," Mr. Greenwood stated. "It is generally recognized and accepted that a well adjusted, well trained employee produces more work of better quality in less time."

Mr. Greenwood reviewed in detail his company's program for supervisory training, which has been developed over the past five years.

A district office manual is essential to the efficient operation of district offices, Adolph D. Cohn, vice-president and secretary of Sun Life of Baltimore, said.

A forum on industrial insurance office methods and procedures was held, with

Joseph Hahn, Prudential, as chairman. The handling of counter payments was discussed by Joseph F. Hanly, National Life & Accident; premium refund procedures by Francis J. Pinque, Colonial Life; agents' collections by Leonard Moselle, American National, and accounting reports to home office by W. C. Henderson, London Life.

Personnel administration problems in the smaller companies were reviewed by Henry E. Thomas, first vice-president of Shenandoah Life. He reported on a survey of current practices among smaller companies.

It was evident from the survey that administration matters are well organized in most of the smaller companies, though there are some areas in which they have not done much work. More than two-thirds of the companies, for example, have centralized employment and other personnel activities. On the other hand, fewer than one-seventh have any information booklet for prospective employes, fewer than half have an employee manual.

Planning for War Conditions

Life companies owe it to their policyholders to start planning now for operations under all-out war conditions, Marvin E. Davis, actuary of Metropolitan Life, told the conference.

Precautionary measures are necessary wherever the company may be located, he said, pointing out that while offices in coastal areas are in the greatest hazard, companies more distant from the coast are also within striking distance of long range bombers.

One of the important subjects considered was to be protection of records. Making policy payments, receiving premiums and administering investments were listed as chief among the essential operations. Decentralization of offices and personnel is an important consideration, Mr. Davis suggested.

He also emphasized that shortages of personnel and machines would constitute another problem under all-out war and would call for major readjustments in company operations.

The advantages of centralization of stenographic services as to both economy and efficiency were cited by Mrs. Lily Cropper, chief clerk stenographic department Sun Life of Canada.

Metropolitan Ordered to Bargain with UOPWA

WASHINGTON—Sustaining the intermediate report, findings and recommendations of its trial examiner, national labor relations board has decided Metropolitan Life refused to bargain with United Office & Professional Workers of America, CIO. The board ordered the company to cease and desist from such refusal to bargain with the union as exclusive representative of all agents employed in New Jersey and the New York metropolitan area; also from otherwise interfering with union efforts to negotiate for such agents. The company is further ordered to bargain collectively with the union and if an understanding is reached, embody the same in a signed agreement. The company is required to post for 60 days in its New York City and New Jersey offices copies of a notice to be furnished by the board's regional director, announcing that it will refrain from acts of interference and will bargain collectively.

Royal C.S.O.

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OBSERVATIONS

Credit Life Spurt

The spurge of buying on the installment basis before the new credit regulations went into effect Sept. 18 will probably be reflected by a bump in production of credit life when the figures are in.

Companies writing this line indicate, however, that they get their reports on the first of the month so there is no indication yet of how large the increase will be. Another factor delaying indications of a production spurt in the last few days before the credit controls were effective is the grace period. Banks occasionally use the grace period and so it will be several weeks before premium account figures reflect any sales increase.

Suicide Cover Picks Up

"Suicide" insurance is again picking up in volume after a period of decline from a substantial volume about 20 years ago, according to Newhouse & Hawley, a firm which represents underwriters of Lloyds of London in different cities in this country.

Technically the insurance is called suicide waiver protection. It is requested by many banks as a safeguard when they advance money. It is commonly used, for example, when a bank advances funds from a trust account. Customarily banks require life insurance policies on an individual but this leaves them with no protection if the borrower commits suicide in the first or second year of the loan depending on the length of the contestable period contained in the policy or in the statute. This is usually two years although in some states it is restricted to one year.

The suicide waiver protection covers until a claim on the regular life policy will not be resisted because of suicide. The rate is about 1% for the two year term.

Pension Deterrents

Labor's demands for pensions and welfare benefits may be curtailed by a diversion to requests for higher wages as the result of inflation. Corporations will hesitate at increasing welfare plan money outlays because of expanded social security benefits, and the possibility that they will be paying heavier taxes next year.

People Have Money to Save

Savings banks in New York are boosting in their advertisements package savings plans which include in addition to regular bank deposits, purchases of government bonds and savings bank life. The insurance is not related to completion of the investment program as is the group life coverage written in the California banks. The savings plans have considerable appeal, banks indicate.

Royal Neighbors on C.S.O. 2½% Basis

Royal Neighbors is now writing all business on the C.S.O. table at 2½%. The society is now issuing six adult certificates instead of four and seven juvenile certificates instead of four. New adult certificates are 20 year endowment, retirement income at 65, and 25 year endowment, the latter replacing a 34 year endowment certificate, which has been discontinued. Retained are whole life payment, 20 payment life and endowment at 65. A double indemnity benefit is available for a small additional premium on adult certificates issued at ages 16 through 55.

In the juvenile department the new certificates are endowment at 18, 25 year endowment, and endowment at age 65. The society is continuing to issue for juveniles modified whole life payment, whole life payment, 20 year payment life and 20 year endowment.

For an additional premium, depend-

ing upon the age of the petitioner as well as that of the child, juvenile insurance may be issued with a petitioner benefit rider, which provides for waiver of premiums until the anniversary of the register date of the certificate nearest age 21 of the child if the petitioner dies before then. The petitioner benefit ceases when the insured reaches age 21 unless the certificate matures or becomes fully paid-up before that age.

One of the features of the juvenile certificates is the control clause, which provides that during the period from age 16 to age 21 of the insured, the

juvenile must have the consent of the petitioner, if living, in order to exercise any of the nonforfeiture options, or the loan provision under the certificate. The death benefits under the juvenile certificates have been greatly liberalized in all states except New York.

Premiums on all certificates may now be paid annually, semi-annually, quarterly or monthly, whereas previously they could be paid only monthly.

William J. Gessing, resident vice-president of THE NATIONAL UNDERWRITER at Kansas City, was married at

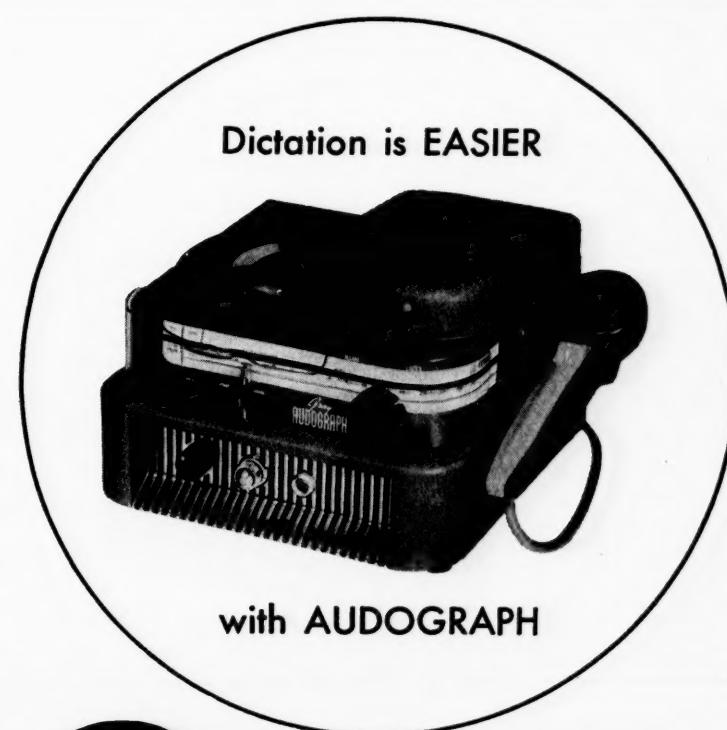
Rochester, Minn., to Faye K. Myhre, who was supervisor of the neurological department of St. Mary's hospital there.

"Life Insurance Principles" will this year be taught at Gonzaga University by **Thomas R. Garey**, general agent at Tacoma for Connecticut Mutual Life.

An estate tax appraisal in New York showed that the late **Damon Runyon** left a net estate of \$101,360 of which \$79,768 in annuities was the major part. Before taxes the estate totaled almost \$200,000.

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CAUTION COUNSELED IN A. & H. FIELD

(CONTINUED FROM PAGE 3)

provements in policy coverages, the studies which the bureau is making in certain special fields, and new legislation in 1950. He said the bureau will encourage enactment of the revised standard provisions bill in all states now having laws of a conflicting nature.

He took up in some detail the minimum benefit law in California and the hearings held under it and expressed some apprehension, that because Commissioner Downey of California is chairman of the N.A.I.C. minimum benefit subcommittee, the California law may be sent to that sub-committee as a uniform minimum benefits measure.

Field, Claim Viewpoints Given

The field man's viewpoint was presented at the opening session by Alva Weaver, Jr., agent of Hartford Accident, Baltimore, and the claim man's viewpoint by Godfrey M. Day, secretary claim department, Connecticut General Life. Mr. Weaver expressed himself as generally satisfied with the policy coverages offered, but raised the question as to why more companies do not issue a non-cancellable accident contract to age 60 or 65.

He urged a simplification of the occupational classification manual and said that if this could be done, the companies could increase their writings 50%. He cited the increase in premium at the later ages as creating another obstacle for the field man.

Mr. Day stressed especially the need for closer cooperation between the underwriting and claim departments, which he said may have been rendered more difficult by reason of the growth of the business. It often happens that the claim man knows nothing about a new contract until it is offered for sale, although his experience might have been helpful

in pointing out possible pitfalls.

There are special problems along this line in connection with writing business under state disability laws and in group business. In the latter field it is also desirable that the group salesman should maintain contact with both the underwriting and claim departments.

Mr. Day also mentioned the problems raised by the fear of anti-trust violation which has caused some company executives to become apprehensive, in his opinion unduly so, about what used to be considered normal inter-company cooperation. Where more than one company is involved, the claim men formerly would have talked it over and tried to work out a common approach, but that is no longer possible.

Medical Expense Insurance

Edward M. Urich, Pacific Mutual Life, led a discussion of medical expense insurance, with special reference to blanket sickness expense of a form comparable to the accident reimbursement policies so widely issued. He reviewed the actual experience of several companies in that field but stated that it is doubtful whether any of them have had sufficient experience to give conclusive evidence of what might be expected in the way of loss ratios on a large volume, although the trend is not favorable.

He pointed out that one obstacle with a company operating on a nation-wide basis is the difference in hospital and doctors' charges in various sections. If it sets a premium to provide for the average cost in all states, it may obtain an undue proportion of business from those with high costs states, it is doubtful whether the policy will sell in other localities.

Experiments have been made with the use of a coinsurance plan, whereby the policyholder pays a fixed percentage of

all bills, and a deductible feature, where the insured pays the first \$25 or \$50 of the bills, but he expressed doubt as to whether either plan would be sufficient to eliminate abuse of the coverage. Under the latter plan, once the bills exceed the deductible amount, there is no reason for the policyholder to be concerned, that is until the charges exceed the limit of the policy. He recalled that one company, in spite of using both these methods, had experienced unfavorable losses on the larger amounts.

Polio Insurance Reviewed

A comprehensive review of polio insurance, its development and the way in which it is now being written, was presented by A. P. Dowlen, Republic National Life. The coverage had its origin in the southwest and there are probably more companies active in that field than in other sections, but the list is now growing rapidly. It is estimated that about 85 or 90 companies in the United States are now offering polio coverage. There is considerable variance as to the extent of the coverage and new features have been added in many of the more recent policies. Principal variations are with respect to waiting periods, proration clauses and nurse benefits. Many policies contain no waiting period at all while others include waiting periods of from five to 15 days. Mr. Dowlen said the experience of many companies, particularly those which secure the bulk of their business in epidemic areas, would indicate that a waiting period is desirable. Some companies have reported that from 20 to 25% of their claims originate in the first 14 days. He also held that it is valuable to include standard provisions 17 and 19.

Question of Nurse Benefits

Practically all of the earlier policies limited nurse benefits to \$10 per day, but the majority of more recent policies provide for three nurses a day at \$10 each or have no limit at all. Mr. Dowlen said it is one of the basic fundamentals of underwriting that in any type of coverage the insured should assume part of the risk. Under policies providing the large or unlimited nurse benefits, claimants quite frequently retain the services of nurses for a longer period than is actually necessary.

There is perhaps even a greater variation in premium rates and plans than in coverages. In most cases there is one annual premium rate for individuals and another for family groups, regardless of the number. Quite a few of the more recent policies are issued for a term of two or three years. This requires the setting up of a large amount of premium reserve and Mr. Dowlen said such a plan should probably not be adopted unless the company possesses an unusually substantial surplus. It does, however, increase the persistency of the business.

On the whole, he said, persistency has been somewhat disappointing, although some sources report a persistency of 70 or 75%. A large amount of polio business has been secured through brokers and inasmuch as the commission schedule of various companies provides a higher first year commission, the business is frequently rewritten in another company when it comes up for renewal.

Problems to Be Worked Out

The experience with hospitals and doctors is reported to have been generally satisfactory, although it would appear that in some localities the charges have been somewhat excessive. With the proper cooperation between the hospitals, companies and doctors, Mr. Dowlen said any problems along this line can no doubt be worked out to the satisfaction of all concerned.

Douglas J. Moe, United States Life, led a discussion on students' insurance, reviewing the various types of coverage now offered, the experience under them and some safeguards that are required in writing this line. The closely allied topic of sports coverages was taken up in another discussion period, introduced by a paper by Robert W. Pope, Employers Liability, reviewing the entire

development of sports policies.

Franklin G. Brown, Travelers, spoke on "Beneficiary Rights, Assignment and Policy Ownership," followed by an open discussion led by Ray L. Hills, Great American Indemnity.

The minimum benefits law in California and the regulations promulgated under it were reviewed by Robert B. Ell III, Indemnity of North America and D. C. MacEwen, Occidental Life.

Fred T. Corby, Home Indemnity, had charge of the underwriting forum which occupied one entire session, discussions on specific underwriting topics being led by F. M. Walters, General Accident; Neil J. Brown, Hartford Accident; Harry L. Graham, Manufacturers Casualty; James W. Noel, Lumbermen's Mutual Casualty; Oliver F. Siegmund, General American Life; P. J. Burns, Royal Liverpool, and Mr. Pope.

Cover Beyond Statutory Limits

The possibilities of writing loss of time indemnity for persons under the Rhode Island, California, New Jersey or New York acts for coverage after the statutory benefit limit has expired were discussed by James W. Noel, Lumbermen's Mutual Casualty. Mr. Noel said that no companies are presently writing this insurance, although a number are interested. He pointed out the many questions that arise in connection with devising a policy that would provide individual coverage although its waiting period will be based on group coverage. The pure premium that would develop from such a long waiting period would be very minor since possibility of recovery by an individual assured is small, the policy would have to be dressed up to be attractive. Even so, the broker or agent would be disinclined to sell it unless it could be done on a bulk basis.

Stiffen Requirements for Agents' Licenses in Mich.

LANSING, MICH.—A new edition of the Michigan insurance reference manual is now ready for immediate distribution and, with its appearance, the department is tightening its licensing requirements considerably.

In the future A. & H. agent applicants will be required to pass written examinations, based on the section of the manual devoted to that branch of the business. The Michigan statute permits the commissioner, at his discretion, to impose qualification tests in any branch of the business.

The new manual, prepared and published by Michigan Assn. of Insurance Agents, covers all lines and includes laws, rules and regulations pertaining to all forms of coverage legally written in state. Sections are included on life insurance, credit insurance, title insurance, aviation coverage, malpractice and other pertinent topics in addition to the main sections on fire, marine, casualty, surety and automobile.

With issuance of the new manual, the type of qualifying examination given applicants by the department is to be drastically altered. The tests, in the future, will be conducted on a multiple choice, true or false, question basis rather than being based on the applicant's own explanatory answer to test questions.

Mutual Life Leaders

The Henry W. Persons agency at Chicago is leading Mutual Life in volume for the year to date and was third in August production. In number of paid applications, the Milwaukee agency, managed by Charles E. Brown, held first place for the year to date, while the Oklahoma City agency, managed by Lloyd F. Roberts, was the leader for August.

Top individual producer for August was William L. Wyatt, Pittsburgh. In number of paid applications leader for the year to date is Nicholas Aboltins, Newark, ranked first for number of paid applications in August.

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GENERAL AGENCY OPENINGS IN...

OHIO**NEVADA****UTAH****COLORADO****MONTANA**

Reserve Life writes all standard policy forms, plus Retirement Income, Juvenile Education, Home Security, Monthly Income Disability, etc. Liberal non-medical limits—\$7,500 up to and including age 40. Sub-standard up to 600 per cent mortality.

For full information about the Company that designs each and every policy for the General Agent and Agent in the field, write to S. J. Gilbert, Vice President and Director of Life Agencies.

**RESERVE LIFE
INSURANCE COMPANY
HOME OFFICE: DALLAS, TEXAS**

STEADY GROWTH...Now Operating in Seven States

Year	Assets	Capital Surplus	Insurance in Force
1908	5,482	5,482	744,032
1938	1,015,879	302,266	11,741,911
1948	4,969,740	1,417,585	74,653,754
1950	7,380,635	2,000,562	91,425,487

Conscientiously and satisfactorily serving the people of Missouri, Illinois, Iowa, Kansas, Kentucky, Arkansas, and Oklahoma since 1907.

MISSOURI INSURANCE COMPANY
705 CHESTNUT STREET ST. LOUIS 1, MISSOURI

Pacific Mutual Plan Approved

(CONTINUED FROM PAGE 1)

pany or its policyholders. The new company is prospering and there would be no basis for finding that such a sale is necessary.

Later in the opinion, in commenting on the adequacy of the price under the mutualization plan, Mr. Downey said that the American National offer could be considered better than the promise in the rehabilitation agreement only in that it involved a definite time of performance, while under the mutualization plan there is the possibility of a materially greater sum being paid for the stock.

Personnel of Committee

The committee which established the \$3 million figure for the stock consisted of H. R. Bassford, vice-president and chief actuary Metropolitan, A. J. Hettlinger, Jr., partner Lazard Frères, R. D. Murphy, vice-president and actuary Equitable Society, and A. J. McAndless, president Lincoln National.

In answering the various objections filed to the plan, Mr. Downey pointed out that the old company has had over 14 years to refinance itself and had been unable to do so and that the rehabilitation agreement explicitly gave life policyholders the authority to mutualize the company. Some opposing factions claimed that the new company had been permitted to accumulate an unreasonable surplus and that the non-cancellable contracts should have been restored to a greater proportion than has been the case. Mr. Downey's opinion points out the competitive nature of the life insurance business and that it would have been disastrous to policyholders of the new company if the surplus had been permitted to drop to a point where public confidence in its ability to meet its obligations had been impaired. It was, he declared, a matter of the judgment and discretion of the management of the new company, himself and his predecessors in the insurance department and, if anyone is dissatisfied, his remedy is in court.

CALL GRATIFIED

LOS ANGELES—President Asa V. Call of Pacific Mutual issued the following statement after insurance department approval of the company's mutualization plan:

"The insurance commissioner's decision approving the plan of mutualization for Pacific Mutual Life Insurance Co., subject, of course, to approval by the policyholders, marks the culmination of more than 14 years of work, hope and faith in the destiny of this corporation. It is the last important step in the successful rehabilitation of a great California institution, and makes possible the realization of the dream of the founders to have here in California one of the nation's greatest life insurance companies."

"The government of the state of California is entitled to great credit for its sound administration through these years that have brought about a company as strong and as important to the people of California as is Pacific Mutual."

Harmony and Progress Manifest at N.A.L.U. Rally

(CONTINUED FROM PAGE 1)

committee meetings Monday and the council Thursday there were concurrent sessions of the general agents and managers and the national sales seminar. The managers' luncheon and that of the women agents were also on Thursday.

The convention will conclude Friday with the final general session and the fellowship luncheon at which the John Newton Russell Memorial Award will

be presented to O. Sam Cummings, Kansas City Life, Dallas, past president of N.A.L.U. There will be a talk by John Fisher, news commentator of the Canadian Broadcasting System.

Equitable Nine Wins Again

Equitable Society's baseball team, for the third consecutive year, has won the National Amateur Baseball Federation tournament, at Youngstown. The team is a representative cross-section of the company, with respect both to departments and agents, and is composed of some former minor league talent.



Howard B. Neal, whose appointment as financial secretary of Penn Mutual Life was reported in last week's issue, has been with the company since 1927.

Omaha Kinship Source of Litigation

(CONTINUED FROM PAGE 7)

Mutual Benefit and United Life, and were chief stockholders of United. Mutual agents were paid larger commissions on United Life policies than on Mutual Benefit policies. United was permitted in 1940 to buy real estate and erect a building in Omaha to be used by Mutual Benefit. United Life used Mutual Benefit funds. Mutual Benefit rented from United Life at the allegedly excessive amount of \$500,000 a year or 10% on its investment in property which was a subsidy and gift from Mutual Benefit.

Further the petition alleges Mutual Benefit bore more expense than was reasonable for the value of facilities used jointly. For example, Mutual Benefit spent \$1 million in advertising and sales promotion in 1943 to promote sales of both companies but United Life spent less than 1% of that.

Mutual Benefit paid United Life larger commissions for collections which were made by Mutual Benefit's personnel or could have been. United's A. & H. business grew from about

\$10,000 in 1932 to \$13,300,000 in 1949, life premiums from \$1,240,275 to \$24 million in 1949.

Thus Mutual Benefit owns all or a substantial part of United Life business and property, according to Singer. The petition asks injunction of the Mutual-United relationship and contract of sale. Attorneys are Pomerantz, Levy, Schreiber & Haudek of New York.

Officers and directors, headed by V. J. Skutt, filed an answer asking the court to find the contract legal. Several other intervenors or defendants in the declaratory judgment action follow this line substantially. Other intervenors, Mary F. Kane and Cleo M. Kelley and Bernard and Frank Kowal follow the Singer arguments. United Benefit asks dismissal as to it.

National of Vt. Has Big August

MONTPELIER — National Life of Vermont nearly doubled its new paid-for production for August, compared to August in 1949. Production was \$14,358,959, compared with \$7,373,269 for August, 1949, an increase of 94.74%. During the first eight months of 1950 total production reached \$80,718,183, 23.19% over the 1949 record. Insurance in force rose \$10,976,739 during August, reaching \$1,114,791,270.

ATOMIC AGE...

*Small though the atom,
it recently posed this
underwriting problem:*

APPLICANT:	Mechanical engineer, cyclotron lab.
REACTION:	"We're considering the unknown."
ACTION:	More information secured from competent authorities and scientists in atomic research field.
DECISION:	Accepted as applied for.

● CAC strives always to match changing days with progressive ways.

ORDINARY

GROUP

GROUP PERMANENT

Associates:
Continental Assurance Company
Transportation Insurance Company

EDITORIAL COMMENT

The Big Majority Seem to Like It

At last year's convention of the National Assn. of Life Underwriters it was made clear beyond any question the area in which it could operate with respect to the national labor relations act. From then on there could be no doubt in anyone's mind that N.A.L.U. was going to be strictly a professional organization. Those who had been agitating to have the association move more and more into the area of collective bargaining agency for the field forces found that they had come to the end of the road, as far as gaining these aims through N.A.L.U. was concerned.

In the year that has passed, however, it has been obvious that this disavowal of bargaining activities has not impaired N.A.L.U.'s value in the minds of the vast majority of agents. The increase in membership to new peaks seems to indicate very clearly that while N.A.L.U.'s scope and activities may not be to the liking of some of its critics, yet there obviously by far the largest segment of the agency forces want what N.A.L.U. has to offer.

The spirit of optimism and activity prevailing at the convention held this week in Washington was a testimonial to the esteem and the vital place that N.A.L.U. is continuing to earn for itself.

When it became apparent a year or

so ago that N.A.L.U. would have to drop any activity savoring of collective bargaining, its supporters pointed out that anything of this nature had been a lately-arrived addition to N.A.L.U.'s field of work and that dropping it would still leave N.A.L.U. with the other and more essential functions it had long had. By some critics this was viewed as making a virtue out of necessity and that N.A.L.U. would actually be losing a large and vital reason for its existence and its value to the field men.

But the membership rise and the enthusiasm at this week's convention make it clear that N.A.L.U. means a lot more to its members than a collective bargaining agency and that this phase of its work was, to the great majority of members, a relatively minor side of N.A.L.U.'s widely ramified functions.

There are critics who still feel that N.A.L.U. emasculated itself renouncing any intention of collectively bargaining with companies on behalf of N.A.L.U. members. But obviously the majority feel otherwise.

The situation is somewhat reminiscent of the time a reader wrote George Bernard Shaw taking a highly adverse view of Shaw's latest book, even though critics and the public had acclaimed it. Shaw said he agreed with the man, "but what are you and I against so many?"

Not Always a "Shakeup"

When there is a change in the top staff of a company, the business watches with interest to see what alterations in executive personnel ensue. With a total of only three or four resignations, retirements or promotions, the business may comment that there is a shakeup going on. This is not necessarily so. The new executive under the best of circumstances is in a position where he earns credit for events in this respect for which he may not be responsible.

For example, the man who formerly occupied his position is very likely to have let go for a year or two (or five) changes which were called for but which he hesitated to make because he knew he was leaving at a set time. This reluctance is natural. Perhaps he himself brought in a man or two who did not prove out, who did not quite fit, or something of that kind. On the other hand, he may have been reluctant to act because he wanted his successor to have a free hand in choice of replacements or adjustments. Thus there are

a certain number of changes likely to be waiting for the new man when he comes in.

In addition, there probably is a key man or two who is convinced that now is the time to move, if he is going to. He is not too familiar with the new executive and therefore with his chances under him. He may even have had offers from the outside. If a man has become somewhat discontented with his post, the locality, the company, or his chances, a shift in the top ranks will stimulate him to action.

Over and above this, nowadays it is a sign of good management to have a pension system. If this is coupled with mandatory retirement at a specified age, say 65, as it often is, there may be one or two or more of these changes brought about by the calendar in the new executive's first year or so. None of the changes so far delineated can really be charged to the new man, any more than runs by players already on base can be charged to the relief

pitcher when he comes in.

But in addition, if the new executive is a man of vigor, ideas and objectives, he has some thoughts of his own as to organization and possibly has his eye on two or three men of whom he has

high hopes and who he wants to move along as rapidly as possible. Added together, the minimum changes that occur may appear to be but are not properly classed as a shakeup in the organization.

PERSONAL SIDE OF THE BUSINESS

Arch N. Booth, just named executive vice-president of U. S. Chamber of Commerce, is a former Wichita insurance man as well as former general manager of Wichita Chamber of Commerce. He was for a time with the Wheeler, Kelly, Hagny agency and later was general agent of Massachusetts Mutual Life, resigning to return to the Wichita Chamber of Commerce. He was named manager of U. S. Chamber in 1947.

The first editorial material in the revived "Liberty" magazine that made its appearance the other day consists of a letter to the editor from **Thomas J. V. Cullen**, who is editor of the "Spectator," the insurance publication. It was a letter of congratulations to the publisher and the latter published it under the title of "Democratic," this referring to Mr. Cullen's hobby as a Democratic politician.

Sherwin C. Badger, vice-president and financial secretary of New England Mutual Life, spoke on the problems of the institutional investor at the annual convention of Mortgage Bankers Assn. at Detroit.

Mrs. Edith M. Cole of the home office agency department of Aetna Life was honored by associates on her 25th anniversary with the company. She is well known to company general agents throughout the country. Donald E. Hanson, superintendent of agencies, presented her an engraved silver plate and 25 silver dollars. Flowers and greetings were received from a number of agencies. A reception and buffet followed the office ceremonies.

A. L. Kirkpatrick, manager of the U. S. Chamber of Commerce insurance department, has left for South America to attend the third hemispheric insurance conference, and confer with insurance officials at various Latin American capitals. He is secretary of the permanent committee of the insurance conference, which latter meets at Santiago, Chile. He was due there Sept. 27. His itinerary called for visits at Balboa, Lima, Buenos Aires, Montevideo, and Rio de Janeiro, before returning to New York by air about Oct. 20.

William W. Stanger, president of Provident Indemnity Life, will celebrate his 50th anniversary with the company Nov. 1. Before joining Provident Indemnity, he was with John Hancock for 15 years. **William B. Corey**, secretary-treasurer, celebrated his 54th anniversary recently.

Elmer E. Huhn, district inspector for New York Life in western Pennsylvania and West Virginia, with headquarters in Pittsburgh, has been recalled to active duty with the navy.

The 50th anniversary of **Carroll H. Jones** with Fidelity Mutual Life was celebrated at a cocktail party and luncheon at Columbia, S. C., that was attend-

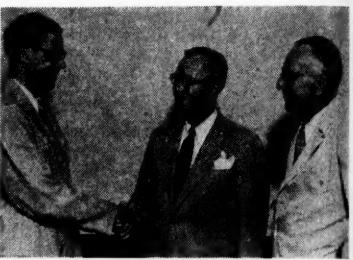
ed by President E. A. Roberts, Vice-president C. A. Pontius and Larry Doolin, from the head office, and Henry Techlenburg, unit manager at Charleston, S. C. Mr. Jones is regarded as the dean of South Carolina life insurance men.

Kenneth W. Cring, vice-president and superintendent of agencies Pacific National Life, has been called back for temporary duty with the army. He is a lieutenant colonel. He will attend a two-week economic mobilization course sponsored by the armed forces industrial college. There will be 100 civilians and 100 officers from all branches of service attending.

Ranni Agency at Miami Moves to Larger Quarters

The Ranni organizations have moved into new, larger quarters at Miami. William Wolfarth, mayor of Miami, congratulated the organization on their growth.

Although only five months old, the Ranni agency, representing Manhattan Life at Miami, led the company's en-



Left to right: Donald J. Wellenkamp, executive vice-president Ranni companies; William Wolfarth, mayor of Miami; Leonard G. Hutton, secretary-treasurer James G. Ranni organization.

tire field force in paid production for August. James G. Ranni heads the agency and is also general agent for Manhattan Life at New York, as well as president of the James G. Ranni organization, representing the A. & H. Department of Continental Casualty at Miami.

The new quarters are completely air-conditioned and provide almost three times the floor space previously occupied. The offices are on the street level for the convenience of policyholders and brokers, and there are ample parking facilities.

Maturin B. Bay, State Mutual, has been named secretary of the Chicago supervisors to replace Victor S. Larson, Berkshire, who has been transferred by his company to St. Louis.

LIFE INSURANCE EDITION
PUBLISHED EVERY FRIDAY
CHICAGO 4, ILL. Telephone WAbash 2-2704.

OFFICERS: Howard J. Burridge, President and Secretary, St. Cincinnati 2, Ohio.

Business Dept. — Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.
PHILADELPHIA 9, PA. — 123 S. Broad Street, Room 1127. Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.
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J. A. Fu
Life H
at Age

James A. Life of New Sept. 21 at the York Hos from a heart illness.

Mr. Fulton of the out insurance utilities of the was b Dover, Del. Aug. 18, 188 many genera been prominent Delaware. Another headed dual fire ins in the area. He attended ed selling li only 17. His merchants a rural comm land and Vir

He was Maryland w of law at the his law degree bars of Dela ever, he was Mr. Fulton field in ord professional cation with insurance. turned to American L intend of pointed agen In 1927 h agencies for vice-president a director a Fulton was in position he death.

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THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd., EDITORIAL DEPARTMENT: Managing Editor: Robert B. Mitchell. News Editor: F. A. Post. Associate Editor: Levering Cartwright. Assistant Editors: Richard J. Thain, John C. Burridge.



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PITTSBURGH 22, PA. — 503 Columbia Blvd. Tel. Court 2494. Jack Verde Stroup, Resident Manager.

DEATHS

J. A. Fulton, Home Life Head, Dies at Age of 61

James A. Fulton, president of Home Life of New York, died the night of Sept. 21 at the New York Hospital from a heart condition, after a brief illness.

Mr. Fulton, one of the outstanding life insurance executives of the country, was born at Dover, Del., on Aug. 18, 1889. His family had for many generations been prominent in Delaware. His father headed a mutual fire insurance company operating in the area of Dover.

He attended Dover schools and started selling life insurance when he was only 17. His market included farmers, merchants and other members of the rural communities of Delaware, Maryland and Virginia.

He was educated at University of Maryland where he took up the study of law at the age of 25. After receiving his law degree, he was admitted to the bars of Delaware and Maryland. However, he was fascinated by life insurance. Mr. Fulton resolved to return to that field in order to combine some of the professional aspects of the lawyer's vocation with the high purpose of life insurance. With this in mind, he returned to business with Continental American Life where he became superintendent of agencies and was later appointed agency vice-president.

In 1927 he became superintendent of agencies for Home Life. Elected agency vice-president in 1928, he was elected as a director a year later. In 1929, Mr. Fulton was elected president in which position he continued to the time of his death.

One of the Most Progressive

His company has achieved a reputation during his administration for being one of the most progressive organizations in the country. It has been in the forefront of the movement urging policyholders to view their insurance in terms of needed income for dependents. This point of view, which represented a deep lifetime conviction for Mr. Fulton, is gaining rapid acceptance throughout the business.

Throughout his career he was recognized as one of the leaders of the business in every progressive movement which had as its objective the better serving of the public. He was a strong advocate of the free enterprise system, and he had a deep conviction that individually managed life insurance companies could best serve the life insurance interests of the people. He was one of the early founders of Life Insurance Sales Research Bureau and served two terms as chairman of that organization.

Mr. Fulton was a member of the original committee which organized Institute of Life Insurance. Later he was a director of that organization. He played a prominent part in the reorganization of Assn. of Life Insurance Presidents, now known as Life Insurance Assn. of America, and served as its first president after its reorganization.

He was one of the most widely read among the chief executives of the life insurance business, not only in business affairs but on varied subjects of national and international importance as they applied to the American scene.

Mr. Fulton was in constant demand as a public speaker both within and outside of the business, as a speaker on all phases of life insurance — financial,

sales, underwriting and home office administration.

During the past two years he had begun to curtail his outside activities, but at the time of his death Mr. Fulton was a director of Corn Exchange Bank Trust Co. and Seamen's Bank for Savings. Until recently he had been a member of the Citizens Budget Commission.

Surviving are his wife, Mrs. Helen S. Fulton; a daughter, Meredith Anne; a brother, Cecil C. Fulton, Jr., who is a vice-president of Home Life, and a sister, Miss Edith Fulton. He resided at Point Lookout, Long Island.

Funeral services were held Monday in the Madison Avenue Presbyterian Church with interment at Greenfield Cemetery, Homestead, L. I.

BEN P. POWELL, of Branch & Powell, general agents of Penn Mutual Life in Montgomery, Ala., since 1902, died there. E. G. Branch, who has been with Penn Mutual since 1899, will continue direction of the agency.

ARNOLD R. STEVENSON, 64, district agent of New England Mutual at Boulder, Colo., died there. He joined New England Mutual in 1933, and was a member of the Pioneers, one of the company's honorary production groups.

PAUL JONES SAUNDERS, who was group manager at Jacksonville, Fla., for American National, died at the age of 44. He was also president of Pajosa Corp.



James A. Fulton

N.A.L.U. Sponsors Pittsburgh Pension Conference, Oct. 5

A national pension conference, featuring leading authorities on industrial relations and benefit plans, will be sponsored at Pittsburgh, Oct. 5, by the Pittsburgh Association and National Association of Life Underwriters.

M. Jay Ream is chairman of the Pittsburgh committee.

Appearing will be Judd C. Benson, Cincinnati, president of the N.A.L.U.; Dr. G. Rollin Collins, dean of New York University; J. H. Ayres, Armco Steel Corp., Middletown, O.; Stefan Hansen, group actuary of Great-West Life.

Henry S. Stout, Dayton, chairman of the N.A.L.U. committee on industry development and information, will preside. This will be the fourth of a series.

Life Companies Worried Over Good Health Reports

Wesley S. Bagley, manager of the underwriting and issue department of Pacific Mutual Life, as the speaker at a meeting of the Los Angeles Life Insurance Managers Assn., talked on Korea's effects on underwriting.

He said that life companies now are worried over good health inspection reports of applicants for insurance and are glad to get substandard reports, for they look to impairments to keep men out of the armed services. He reviewed the war clauses of the last war, and mentioned that later there was a liberalization, with some of the riders being taken off. He cited a survey made in 1948 by the New York department the result of which showed that \$221,500,000 had been paid on policies without riders and \$30,500,000 paid on a reduced basis.

Kellogg Van Winkle, Equitable Society, and chairman of the Legislative Committee of the California State Life Underwriters Assn., made an interim report on the activities of the state association in respect to the LISA plan of the Bank of America, saying among other things that the California state bar is drawing up legislation to be submitted to the 1951 session of the California Legislature that will write into the statutes provisions for group insurance for any association not organized for the purpose of taking out life insurance.

HERE'S SOMETHING IT'S ALL RIGHT TO HOARD

Here's something people can hoard all they want. It's Life Insurance,—and the more Life Insurance they buy and "hoard", the better it will be for everybody, because Life Insurance is a deadly enemy of inflation.

Furthermore, there's no scarcity of this great service that is Life Insurance. Now, as always, it stands ready to help people in planning their own security against the hazards of today and the uncertainty of tomorrow.

The NATIONAL LIFE AND ACCIDENT Insurance Company, Inc.

HOME OFFICE
NASHVILLE TENNESSEE
NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.

LIFE AGENCY CHANGES

Cleveland Place Goes to Pejeau

Clarence E. Pejeau, a co-general agent for Massachusetts Mutual Life at Cleveland for the past nine years, is named to succeed Elmer W. Snyder as head of the agency. The latter is retiring after 47 years with the company and will become general agent emeritus.

A new general agency is being established at Akron for the Akron-Youngstown area. This has in the past been a part of the Cleveland agency.

Mr. Pejeau has been with Massachu-



C. E. Pejeau

sets Mutual since 1925, starting at Cleveland. He was appointed an agency supervisor in 1928, and associate general agent in 1938. He received the C.L.U. designation in 1937 and the following year was graduated from the Research Bureau's managers school.

Mr. Pejeau is a past president of Cleveland Life Underwriters Trust Officers Club, and General Agents, Managers & Executives Club. He is a life and qualifying member of the Million Dollar Round Table for 1950. He attended Fenn College and John Marshall Law School. He was with National City Bank of Cleveland 6½ years.

United Benefit, Mutual Benefit Name 3 in N. C.

United Benefit Life and Mutual Benefit H. & A. have appointed Jess Giles, George Richardson and John A. Moran as managers in North Carolina.

Mr. Giles joined the home office life underwriting staff in 1935. Later he was appointed assistant chief underwriter and in 1945 joined C. L. Gurney

of Cincinnati as associate manager. He will be located in Asheville and will service the western part of the state.

Mr. Richardson has been with the North Carolina branch as assistant manager and branch manager since 1947. Previously he had seven years' experience in the home office life underwriting department. He is the manager of the central North Carolina district with offices at Winston-Salem.

Mr. Moran, who becomes manager at Wilmington, has been for five years with the John B. Lambert agency at Cleveland. Earlier he spent 14 years in the home office H. & A. underwriting department.

Connecticut Mutual Names H. S. Jenkins

Horace S. Jenkins, Jr., has been appointed general agent for Connecticut Mutual Life at New York City.

He succeeds William H. Holman, Jr., who died recently.

Mr. Jenkins was manager of N. Y. Life's Exchange branch at New York. He first entered the field in 1936, later becoming an agency supervisor for Mutual Benefit Life. He joined New York Life in 1946, becoming assistant manager of the Lincoln branch, New York City, that year. In 1947 he was named one of that company's leading assistant managers on the basis of life insurance sales made by agents whom he appointed and trained. He was promoted to manager of the Exchange branch, New York City, in 1948.

He is a navy veteran.

Evans Succeeds Jackson as Mass. Mutual G. A.

Tracy W. Evans has been named general agent for Massachusetts Mutual Life in Cincinnati to succeed Irl B. Jackson who is resigning after 14 years in the post, because of poor health. He will continue with the agency as a personal producer.

After several years in the manufacturing business, Mr. Evans joined the company at Richmond in 1932, and transferred to Cincinnati three years later. He is past president of the company agents association.

Mr. Jackson joined the company in 1935 and became general agent the following year at Cincinnati. He had previously had life insurance managerial experience in Columbia, Mo., Wichita, and St. Louis.

Cal-Western Names Two New Managers on Coast

California-Western States Life has named E. E. Scherf, San Francisco manager, to fill the position left vacant by the retirement of Gilbert Ball. L. L. Sturman will succeed Mr. Scherf as manager at Stockton, Cal.

Mr. Scherf joined California-Western in 1939 as an agent with the Sacramento agency, and after 4½ years in personal production, was made manager at Stockton in 1944. He is a past president of both Sacramento and Stockton Assns. of Life Underwriters and this year is president of Stockton General Agents & Managers Assn. Under his leadership Stockton won the President's Trophy for 1949, awarded to the agency

with the best all-around performance for the year.

Mr. Sturman became an agent at Sacramento agency in 1945 and has been a member of the Leading Producers Club since 1946. He qualified for the National Quality Award in 1948 and 1949 and was one of the company's top producers in 1948. He was made an assistant manager at Sacramento in 1949.

Northrop, Weiss Penn Mut. Denver and Fresno G. A.'s

Penn Mutual Life has appointed Starr Northrop general agent at Denver and Leonard C. Weiss general agent at Fresno to succeed him.

Mr. Northrop succeeds C. E. Eddieblute and Everett C. Miller who will continue as personal producers.



Starr Northrop

Mr. Weiss has been with the Fresno agency and before that was an auditor for Shell Oil Co. and office manager for a transportation company. He is an air corps veteran.

Mr. Northrop has been Fresno general agent for two years and before entering the business was a buyer for stores in Long Beach and Wichita. He is a navy veteran.

Rosenbach St. Louis Head

J. Page Rosenbach, who becomes manager at St. Louis for American National, has been in life insurance since 1941. He succeeds J. F. Menges, who is continuing with the office as a special agent.

Mr. Rosenbach for three years was with Aetna Life as agency supervisor at St. Louis. Before that he was with American Hospital & Life as agency supervisor. In 1941 he joined Metropolitan Life as an agent and later was made an assistant manager.



T. W. Evans

Harry in New Orleans Post

Thomas C. Harry has been named New Orleans general agent for Massachusetts Protective and Paul Revere Life.

He entered the business in 1946.

Prior to his new appointment he managed the A. & H. department of Emery and Kaufman, Ltd., New Orleans, and was with the sales department of the Texas Co. before entering the army in 1940.



T. C. Harry

Join United of Illinois

Charles Joseph and Louis Hirschorn, who have served as state managers in California for World of Omaha, have joined United of Illinois as general agents for California, Oregon, Idaho, New Mexico and Arizona. Their headquarters are at San Francisco.

Wedge Security Mutual G. A.

Hugh A. Wedge, formerly educational director of Security Mutual Life of Binghamton, has been named general agent in Greene, N. Y. He joined the company in 1939 as associate general agent at Binghamton. In 1945 he

COMPLETE PROTECTION

Agency Franchises Available

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ACCIDENT & HEALTH
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became educational director. He is past president of the Binghamton Life Underwriters Assn., a moderator in the Binghamton L.U.T.C. course, and an insurance instructor at Triple Cities College. His son, John E. Wedge, who has been in the Binghamton agency for several years, is now also in the Greene agency.

Jefferson Standard Names J. L. Whitt at Bluefield

James L. Whitt has been named manager at Bluefield, W. Va., for Jefferson Standard Life to succeed D. E. Templeton, who was recently appointed manager at Huntington, W. Va.

Mr. Whitt joined the company at Welch, W. Va., on a part-time basis while in school. He is a member of the West Virginia legislature.

Schilken Succeeds Gulich as Sun Life Denver Manager

L. I. Gulich has retired as manager at Denver of Sun Life of Canada, due to ill health, and will return to personal production. He joined the Denver branch in 1928 and proved an outstanding producer. The next year he was named unit manager at Casper, Wyo., and became manager at Denver in 1947.

David A. Schilken, assistant manager at Denver since last February, succeeds Mr. Gulich as manager. A graduate in law from University of Minnesota, Mr. Schilken joined the company in 1943 as an agent in Minnesota and was named unit supervisor in 1946.

Mutual Life Opens 2 New Units; Names 3 Managers

Mutual Life has opened new agencies at Los Angeles and Boise with Bill L. Rohlfss and Clayne Robison managers, respectively. Willis S. Peterson has been named manager at Salt Lake City to succeed Carson E. Bechtel who returns to personal production.

Mr. Rohlfss has been with Mutual Life since 1944 when he joined the Portland, Ore., agency. In 1946, he became an assistant manager. In 1949, he was made a member of the staff of the director of training at the home office. He was secretary-treasurer of the Portland Life Underwriters Assn. From 1932 to 1942 he taught at Park City, Mont., High School.

Mr. Robison has been with Mutual Life since 1931 when he joined the Salt Lake City agency as a representative in Boise. In 1946, he became an assistant manager. In 1948, he became a member of the staff of the director of training. He is an L.I.A.M.A. graduate and was president of the Boise Life Underwriters Assn. and treasurer of the Idaho Life Underwriters Assn. His father, William Robison, has been with Mutual Life for 46 years. Two brothers, Grant and Bruce, are assistant managers for the company in Boise and Long Beach, respectively. Another brother, W. LaVon, is a general agent for Minnesota Mutual Life in Duluth.

Mr. Peterson has been with Mutual Life since 1946 when he joined the Salt Lake City agency. He became an assistant manager in 1947. In 1949, he became a member of the staff of the director of training. He is an L.I.A.M.A. graduate.

Phoenix Sets Up Tenn. Base Under Bernard Lyon

As part of its agency centralization program, Phoenix Mutual Life has established Tennessee headquarters at Knoxville with Bernard Lyon as supervisor in charge. Mr. Lyon was installed in his new post by Clifford L. Morse, director of agencies, at an agency meeting.

Benjamin H. Odom, formerly manager at Chattanooga, has been named consulting manager. He will maintain his

Chattanooga headquarters.

Mr. Lyon joined the Chicago LaSalle agency in 1940. After an outstanding production record, he was selected to attend the company's intensive supervisory course given at the home office. Appointed a supervisor in 1948, he has had practical field training with the Oregon, Los Angeles, Washington, D. C., and Philadelphia agencies.

World Names Bernstein

Sidney Bernstein has been named Michigan state agent for World. He was formerly manager at Pittsburgh for John Hancock. He had been with the latter for 18 years.

Mutual Benefit Provides for Employees, Agents in Service

Mutual Benefit Life has announced provisions, more liberal than those previously in effect, for both employees and agents entering military service.

The new plan will provide monthly payments to salaried employees throughout the duration of their military service if they have been with the company two years or more; for those with shorter periods of company association, the payments will be made for either six months or three months. Salaried employees' life insurance benefits and pension credits will be continued.

General agents' and full time agents' contracts will not be terminated by entry into service. Their pension rights and life insurance benefits under their pension plans will continue during their service years. In addition, they will receive service credit for the period of military duty whenever that time is involved in the determination of benefits. Death benefits will be continued throughout the agent's military service. The benefits will be those effective on the date of entry into military service. Disability benefits, which would not have been effective until 1956, will be suspended during military duty.

Postal Life's new paid for business for the first eight months topped the whole year's volume for 1949, which, in turn, was up 180%.

LIFE SALES MEETINGS

Canadian Occidental Hold All-Western Agents Convene Regional Meeting

Canadian agents of Occidental Life who qualified for the company's regional convention of Los Conquistadores Club, met at Niagara Falls, Ontario. The meeting was the first for Canadian Occidental representatives only. Nearly 70 attended.

Actuarial Vice-president Clarence H. Tookey stressed the need for adequate retirement benefits in properly planned insurance programs in his address. Home office personnel present for the meeting included Executive Vice-president Horace W. Brower and Senior Vice-president V. H. Jenkins.

Field men on the program included W. Lockwood Miller, general manager for Canada; Charles Underell, London, Ontario, and J. H. Sutherland of Guelph, Ontario, Canadian regional vice-president of the club.

The group was entertained at dinner by Mr. Miller and his father, J. W. Miller, former head of Occidental's field operations and now retired. Canadian Occidental men heard a goal of \$200 million of insurance in force in the dominion set at this event.

Wisconsin National Opens Second Regional Series

Wisconsin National Life has started its second series of regional meetings covering life and A. & H. sales techniques, programming and motivation.

Two meetings were held in Michigan, one at Grand Rapids, with 30 in attendance, and the other at Flint with 35 present.

M. S. Kirkpatrick, Michigan superintendent of agents, conducted the meetings and the home office group was W. J. W. Merrit, agency director; A. C. Eastlack, vice-president and actuary; E. B. Williams, medical director; E. H. Metz, A. L. Senderhauf, and S. G. Beazley.

Agents of Northwestern Mutual Life will attend an all-western regional meeting in San Francisco Oct. 9-10. Roger Willis, Oakland, is chairman of the convention committee, and Carl Mehlohp, San Francisco, is in charge of arrangements.

Participating this year are men of the agencies of R. J. Shipley, San Francisco; J. R. Mage, Los Angeles; Paul Demeter, Oakland; Falconer Thomas, Stockton, Cal.; B. B. Boyd, Spokane; J. F. Habegger, Seattle; L. J. Evans, Portland; H. F. Vinson, Phoenix; R. M. Wagoner, Boise, and J. S. Kearns, Salt Lake City.

Chairmen of the various business sessions will be Mr. Willis; James Redding, Los Angeles; George Weidemier, Sacramento; Paul Wallace, Seattle; Fallas Kelley, Salt Lake City, and Eugene Buehler, Phoenix.

Edmund Fitzgerald, president, will be the opening speaker Monday on the topic, "The Northwestern Family." Norman Hill, Seattle, will speak on "What Do We Have To Sell?" and Dr. Gamber Tegtmeyer, medical director, on "Who Can Get It?"

At noon a luncheon will be given for newer agents, with Richard Thomas, Los Angeles, discussing "Who Are You Going To Sell?" Another luncheon will be held for advanced underwriters at which Robert Scott, trust officer, Wells Fargo Bank, San Francisco, will give a bank's view of life insurance in relation to estate planning. The company is sponsoring a luncheon and style show for Northwestern women at the St. Francis hotel.

H. W. Gardiner, educational director, will open the afternoon session with a talk on "How Do You Sell?" after which there will be a panel on "How I've Been Selling It." On this panel will be Merle Palmer, Tacoma; J. R. Winegardner, Los Angeles; Ted Meiger,



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THE OHIO STATE LIFE Insurance Company
COLUMBUS 15, OHIO

Write FRANK L. BARNES, 1st V.P. and DIRECTOR of AGENCIES

Phoenix, and Bruce Montgomery, San Jose. The session will conclude with a talk on "Why I Love To Sell Life Insurance," by Loring Felch, Oakland.

The company will give a dinner dance Monday evening for the agents and their wives.

A partnership insurance demonstration by members of the Mage agency will open the Tuesday session, after which Leo Wagner, San Jose, will discuss business insurance. A talk on "Life Insurance—The American Way," will be given by R. E. Dineen, new vice-president and former New York superintendent.

The 10 participating general agents will be hosts to their agents at the closing luncheon Tuesday when G. L. Hill, vice-president and superintendent of agencies, will speak on "Who Will Make the All-Western Big 10 Next Year?"

The western district and special

agents will hold separate meetings Monday afternoon, following the general session. B. B. Snow, Jr., assistant director of agencies, will speak.

Honor 10 Past Presidents of Nat'l Life, Vt., G. A. Assn.

Ten living past presidents of the General Agents Assn. of National Life of Vermont were presented with bronze plaques at the association's annual meeting at White Sulphur Springs. Those receiving the plaques were George M. Robinson of Detroit; Edgar T. Wells, New York City; C. Vance Shepherd, Cedar Rapids, Ia.; Robert P. Burroughs, Manchester, N. H.; Clifford H. Orr, Philadelphia; R. Clinton Meadows, Binghamton, N. Y.; Clyde R. Welman, Memphis; William B. Richardson, Roanoke; Donald G. Robinson, Detroit, and Leonard V. Godine,

Baltimore. George H. Robinson served as president of the association in 1928 and his son, Donald G., was president in 1948.

Pan-American Colorado Springs Meet Draws 250

The Pan-American Life Colorado Springs convention drew 250 persons. President Crawford H. Ellis extended the welcome.

A breakfast was held honoring the members of the Dynamo Club of top producers. Dr. Edward G. Simmons, executive vice-president to whom the club is dedicated voiced his appreciation for the very able job being done by the members. Announcement was made of a broad plan of group, medical, hospital and surgical expense benefits for Dynamo Club members and their families. Clocks were then presented by Dr. Simmons to each of the club members.

The only business session was opened with Kenneth D. Hamer, vice-president and agency director, presiding. Charles J. Mesman, superintendent of agencies, was unable to attend due to illness. He was substituted for by Gilbert H. Sawyer, assistant superintendent of agencies, who dealt with policy liberalizations and the introduction of a juvenile plan. This plan is a complete education plan in one policy.

Richard L. Hindermann, director of sales promotion, talked on the company's direct mail system, its efficiency, its results, and its possibilities when properly and continually used by the field men. He introduced two new sales pamphlets and a complete programming book.

J. B. Donnelly, manager group and pension department, explained what group insurance can do in the way of not only commissions on the group case itself but the tremendous number of ordinary policies that will result as by-products. He reviewed procedure in handling group cases.

Gilbert H. Sawyer, assistant superintendent of agencies, and Irwin H. Fust, agency secretary, acted as a disinterested prospect and a life insurance salesman, respectively. Mr. Sawyer demonstrated the use of a new visual sales aid and the sales talk built around it. Though Mr. Fust tried often to throw Mr. Sawyer off his sales track Mr. Sawyer sold Mr. Fust.

Dr. Simmons summed up the convention. He gave recognition to new CLUs and general agents.

President Ellis announced that the next convention will be held in New Orleans on Jan. 7-9, 1952. The convention will be the official dedication of the home office building now under construction.

Prudential Agencies' Meet Scheduled for Oct. 2

The annual ordinary agencies business conference of Prudential will open at Montreal on Oct. 2 with more than 500 field managers, assistant managers, agents and brokers attending.

The conference program will include round table discussions on home office underwriting, insurance to meet tax problems, insurance for business purposes and employee welfare programs.

The panel on underwriting will include Dr. Edwin G. Lewis, medical director, Charles A. Schultz and Lester Miseroll, Jr., of the ordinary underwriting division and Alton P. Morton, associate actuary. Hiram G. Henderson, co-manager of the New York City agency, will serve as moderator.

John L. Grant, attorney, will head the round table on current tax problems.

William F. Drake, director of group annuities, and other group sales officials will evaluate employee welfare programs. Arthur C. Crowder, Birmingham man-

ager, will act as moderator.

Representatives from the Newark agency will act as panel members in the business insurance discussion. They will be headed by Arthur Snitzer, assistant manager.

Another feature of the program will be an address by John W. Fisher, Canadian broadcaster.

Coincident with the conference, the Prudential chapter C.L.U. will hold a reunion breakfast. Seven keys will be awarded.

Prudential S. W. Home Office Contract Let

Prudential has awarded a contract to the W. S. Bellows Construction Corp. of Houston for construction of its new 18-story southwestern home office building there.

Plans for the new office, which will serve Texas and six other states in the southwest, were announced last March, when the property for the headquarters at Houston was acquired. Sub-contracts had been let previously for elevators, air-conditioning, and other equipment.

Actual construction work on the new building will get underway early in October, and it is expected to be finished in about 15 months. It will cost around \$8 million.

O'Connor at Portland, Ore.

E. H. O'Connor, Insurance Economics Society, spoke on social legislation before Portland A. & H. Managers Club and Life General Agents & Managers Assn. at a special dinner meeting.

Hold Ohio State Regionals

The field force of Ohio State Life has arranged a series of regional meetings in connection with the current campaign in honor of President Claris Adams. They have been scheduled as follows, with the agencies in the immediate territory taking part: Toledo, Sept. 26; Cleveland, Sept. 27; Pittsburgh, Sept. 28; Granville, Oct. 11; Cincinnati, Oct. 12. Speakers will include President Adams; Vice-president Frank L. Barnes, Warren F. Howe and Howard W. Kraft, superintendents of agencies.

Eastern Managers Rally

Companion Life, Mutual Benefit Health & Accident, United Benefit Life and United Benefit Fire are holding the annual meeting of their eastern managers association at White Sulphur Springs, W. Va., this week. Twenty managers from New York, Maine, New Hampshire, Massachusetts, Rhode Island, District of Columbia, Pennsylvania and Maryland are present. Joseph Jones of Washington is presiding. Home office guests are E. X. Adams, Hub Carden and N. M. Longworth.

Announces 1951 Convention

Jefferson Standard will hold its 1951 convention April 15-18 at the Shoreham Hotel, Washington, D. C. Qualifying agents from 30 states, District of Columbia and Puerto Rico will be eligible for attendance.

Jack S. Causey, superintendent of agencies, has been named chairman of arrangements for the convention. The company is stressing its "Billion Bound" objective. With \$950 million insurance in force, it is well on schedule toward that goal.

L. & C. Loyalty Club Meet

The Loyalty Club of the home office of Life & Casualty held its annual party at the Noel Hotel, Nashville. A dramatization of the history of the company, with background music by the Life & Casualty Chorus, was the main feature of the program. Assistant vice-president Emmett Russell, Jr., who is a member of the club, wrote the script.

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This is an exceptional opportunity for a proven producer or active Agency Manager, between the age of 30 and 50, who is ambitious and capable of directing his own agency and building up a sales organization under our top commission contracts with lifetime renewals, writing a full standard line of life insurance contracts on the participating and non-participating basis. All inquiries handled in the strictest confidence, for full information give name, age, insurance experience and length of time in present location. Address B-62, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

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LOUIS LIPSKY, 386 FOURTH AVENUE HARRY YARIN,
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Issues \$10.00 Monthly Income Disability Benefits
per \$1,000.00 of Insurance up to \$150.00 a month.

One and Five Year Renewable Term, Ten Year Term and Term Expectancy; Mortgage Protection Insurance; Family Income Riders; Juvenile Insurance; Insurance with Annuity; Life Premium Reduced One-half After Twenty Years; Limited Payment and Endowment Contracts; Also Sub-Standard Policies Issued.

General Agencies available in Upstate New York, New Jersey, and the District of Columbia

For further information write to
MURRAY APRIL, Director of Agencies

"A Company with a Friendly Atmosphere"

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NEWS OF LIFE COMPANIES

New England Mutual Feted at California Centennial

New England Mutual Life was among the 100 oldest business establishments now operating in California to be honored at a luncheon given by Governor Earl Warren in Sacramento on the occasion of the California centennial celebration. General Agents David S. Kamp, San Francisco, and Frank W. Dedman, Oakland, represented the company.

The only life insurance company to be included in this group, New England



Governor Earl Warren, center, chats with New England Mutual Life General Agents David S. Kamp, San Francisco, left, and Frank W. Dedman, Oakland, in the governor's box at the opening of the races during the California centennial celebration. Mr. Kamp holds a medal which was presented to New England Mutual signifying its membership in the California 100 Year Club.

Mutual traces its first policy on the life of a Californian to 1849, the year before California's entrance into the union.

In November of that year, at the height of the gold rush, a policy was issued on the life of Gregory Yale of San Francisco. Under the terms of the contract Yale was prohibited from engaging in such occupations as working on a steamboat or railroad train, in a steam-mill or steam-factory, as an express-carrier, or in inland navigation of any sort. Although he was permitted, upon payment of additional premium, to make passages to and from California and to reside "at San Francisco or any port on the coast or bays of California," he was specifically directed not to engage in gold-mining of any form.

Sale of Continental of Va. to Southland Consummated

RICHMOND — Sale of Continental Life, a Virginia corporation with home office at Washington, D. C., to Southland Life was announced here.

Continental has 150,000 shares of \$10 par value stock but the shares were



**PROVIDING FAMILY SECURITY
FOR OVER HALF A CENTURY**

valued at five to six times par value at the time of the sale, according to the Virginia department.

Southland has just been licensed in Virginia and is preparing also to enter North Carolina, Maryland and District of Columbia, in which Continental has been doing business.

Most of the present officers of Continental will continue with Southland, it was reported. L. McCarthy Downs, former member of the Virginia corporation commission, is president; J. D. Eason, E. B. Combs, J. E. Long, T. A. Long, R. E. Ankars and J. R. Biggs, vice-presidents; P. V. Cox, secretary; R. E. Ankars, treasurer, and E. P. Haydon, actuary.

Continental Life division will continue to operate all agency and various office functions from the present home office at Washington under the direction of Mr. Downs, who will be vice-president Southland Life, in charge of that division.

The Continental field organization will continue under the present superintendents and supervisors, operating out of several Continental branch offices.

Organize New Reinsurer

Reinsurance Co. of America has been organized at Dallas with capital and surplus of \$250,000. It will reinsure carriers of life and A. & H. President is Troy V. Post, chairman of two Fort Worth companies, American Fidelity and Life of America.

Santa Claus Sales Slogan

"Is there a Santa Claus?" is the slogan Pacific Mutual Life is using to bring wives and families of agents into its fall production drive. Christmas merchandise prizes will be awarded. The campaign is to run six weeks.

Screen Insureds' Reactions

Policyholder reactions to discontinuance of premium receipts will be carefully screened by Pacific Mutual Life under a plan requiring agencies to report to the home office all comments, written or verbal. Pacific Mutual recently discontinued premium receipts on the bulk of its life and commercial A. & H. business.

Hold Intermediate School

Republic National Life conducted an intermediate school with Lyman E. King as director and Ralph C. Reinecke as associate director. Emphasis was laid on various life insurance services and their most effective application to human needs and circumstances.

Postal Production Way Up

Postal Life's new paid for business in the first eight months of 1950 exceeded the volume for the entire year 1949, which in turn was an increase of 180% above 1948. The company assigns the increases to the fact that it is expanding under full agency operation as opposed to the former direct mail method of doing business.

Plan A.M.A. Campaign

Kansas Assn. of A. & H. Underwriters held its opening fall meeting Sept. 25 at Wichita to plan a special sales campaign for the week of Oct. 9, during the national educational campaign of American Medical Assn. President Robert B. Tyler presided.

Presbyterian Ministers Fund, Philadelphia, has been licensed in Texas and will establish offices in the Commercial building, Dallas. The licensing details were handled by George Van Fleet, consulting actuary, of Austin.

Alpha H. Kenna, executive manager of Kansas Assn. of Insurance Agents, will address the annual meeting of American Home Life at Topeka Oct. 6.

New Officers at Columbus

John V. Johnson, Mutual Benefit, has resigned as secretary, and C. Harry Emanuelson, formerly with Massachusetts Mutual, as vice-president of Life Managers & General Agents Assn. of Columbus, O. G. A. B. Woodley, Home Life, has been named secretary and Robert H. Wessels, Metropolitan, vice-president and program chairman.

Meet in N. C., Not S. C.

The place for the meeting of the zone 2 commissioners and rating men Oct. 26-27 is Highland Pines Inn at Southern Pines, N. C. The previous article erroneously identified Southern Pines as being in South Carolina.

COMPANY MEN

Thayer Security Mutual's Home Office Group Manager

Ben G. Thayer, for four years group manager of American Mutual Liability's southern division at Atlanta and previously assistant manager of group sales

at its home office, has been appointed manager of the home office group department of Security Mutual Life of Binghamton.

Earlier he was with Continental Casualty from 1935 to 1942 as senior A. & H. underwriter and with the Washington National as adjuster in its group department.

J. T. McCrystal Named in Home Life Group Dept.

James T. McCrystal has been appointed assistant manager of group administration for Home Life of New York. He has been assistant counsel.

He has been with Home Life since 1938, starting in the tax division of the actuarial department. He was appointed tax supervisor in 1942. In 1942, he joined the air corps.

He returned to Home Life in 1946 with the title of attorney. He was named assistant



J. T. McCrystal

Rational minds and steady hands are great assets in these eventful times. We shall strengthen them most through continued attention to the primary obligation of our business—the financial security of the American Home.

KANSAS CITY LIFE INSURANCE

KANSAS CITY MISSOURI



counsel in 1949. He is a graduate of the Fordham University law school.

Prudential Appoints MacKenzie and Wright

Prudential has named Donald K. MacKenzie assistant to the treasurer and Carroll B. Wright southern regional manager.

Mr. MacKenzie was assistant vice-president and New York representative for the Bank of America, and before joining the navy in 1942 had been investment officer for Colonial Life since 1936.

A graduate of the University of Pennsylvania, he also holds a law degree from St. Lawrence University.

Mr. Wright has been with Prudential since 1944. Following several years at Jackson, Miss., he was transferred to

the home office as a training leader. He later became an assistant and then an associate regional manager.

A graduate of Mississippi State Col-



D. K. MacKenzie



C. B. Wright

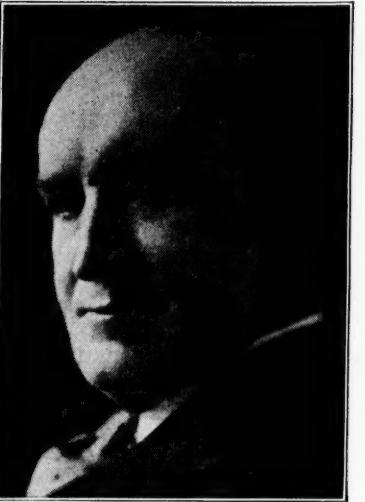
lege, he was athletic coach and mathematics instructor in several Mississippi public schools.

Donnell Assists Bridgman

James E. Donnell, a native Texan who has had more than 12 years of successful experience with weekly premium life insurance, has been appointed division superintendent of Franklin Life's combination department. He will be assistant to H. L. Bridgman, vice-president, with headquarters at San Antonio.

O'Donohue to Richmond

W. T. O'Donohue, formerly president of Reserve Loan Life of Dallas, has



W. T. O'DONOHUE

become associated with American Bankers Life & Casualty of Richmond the president of which is Worley Harr.

E. H. Jackson Gets Raise

Edward H. Jackson has been promoted to supervisor of the group sales division on the home office staff of Pacific Mutual Life. He has been engaged in group field work with Pacific Mutual and earlier with Occidental Life.

ASSOCIATIONS

Management Meet Of Pennsylvania Agents Set Oct. 18

The management conference of Pennsylvania Assn. of Life Underwriters has been scheduled for Oct. 18-19 at Hershey. The program will be a blend of forum and formal speeches.

Conference chairman is William A. Arnold, II, Penn Mutual, Harrisburg. Moderator of a panel on recruiting will be Jack E. Rawles, assistant superintendent and director of agencies for Reliance Life. The panel includes Carr Purser, general agent Penn Mutual, New York; Charles K. Reid, II, assistant manager Lincoln National, Washington, D. C.; Leland F. Lyons, manager New York Life, Philadelphia; George D. Covell, manager Connecticut General, Pittsburgh, and John A. Erskine, general agent Mutual Benefit Life, Pittsburgh.

Mediating at a panel on supervision will be Manuel Camps, general agent John Hancock, New York. His cohorts will be Halsey D. Josephson, general agent Connecticut Mutual, New York; Carl T. Furniss, supervisor Connecticut General, Philadelphia; Caspar W. Haines, general agent New England Mutual, Philadelphia; Herbert W. Reynolds, assistant manager New York Life, Pittsburgh; Ralph K. Steil, manager Prudential, Pittsburgh.

Speakers include D. Bobb Slattery, vice-president and superintendent of

agencies of Penn Mutual; S. Rains Wallace, Jr., L.I.A.M.A. director of research; Holgar J. Johnson, president Institute of Life Insurance.

Regionals New Feature of N. Y. State This Winter

George P. Shoemaker, president New York State Assn. of Life Underwriters, in cooperation with and at the suggestion of regional vice-presidents, has scheduled several meetings throughout the state Oct. 18 to March 15. In addition to Mr. Shoemaker, several other agents will appear on the programs at the regional meetings.

The meetings are: Oct. 18, Ithaca, Elmira and Cortland; Oct. 19, Binghamton and Endicott; Nov. 15, Watertown; Nov. 16, Syracuse and Utica; Nov. 29, Auburn and Geneva; Dec. 13, Newburgh; Jan. 18, Glens Falls and Troy; Jan. 19, Schenectady; March 14, Batavia and Buffalo, and March 15, Jamestown and Olean. This is a new activity for the association and is in addition to the annual sales caravan which takes place each spring.

Milwaukee Assn. to Mark 35th Anniversary

Preliminary plans are well under way by the Milwaukee Life Underwriters Assn. to observe the 35th anniversary of its founding with a statewide meeting of life agents Oct. 26. A. Jack Nussbaum, Massachusetts Mutual, national committeeman of the Milwaukee association and president of the Wisconsin state association, has been named general chairman. Mayor Seidler, Governor Rennebohm and Commissioner Lange are being invited to attend.

The Wisconsin Insurance Leaders' Round Table will hold a session in the morning, with Clyde Coffel, Milwaukee, Phoenix Mutual Life, chairman in charge. At noon the C.L.U. luncheon will be held with President Wayne Allison, Milwaukee, National Life of Vermont, president, as chairman.

Simon at N. J. Gathering

A talk on how to use a knowledge of human nature and apply it in sales conversations was given by Lawrence E. Simon, general agent of Massachusetts Mutual in New York City, at the September meeting of Northern New Jersey Assn. About 250 attended the meeting. L.U.T.C. and C.L.U. representatives told of their training and educational plans for the coming year. A representative of the Community Chest urged agents to participate in the approaching fund drive. A national quality award presentation was also on the program.

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PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"

Frankfort

Indiana

GLOBE LIFE INSURANCE COMPANY OF ILLINOIS

Attractive Agency Contracts COMPLETE LIFE INSURANCE COVERAGE — AGES 0-60

For Particulars Write Home Office

159 North Dearborn St., Chicago 1, Illinois

WILLIAM J. ALEXANDER, PRESIDENT

N.F.C. Chooses Stock as New Chief

Past Year a Good One for Fraternals Legislatively, Says Farrell in Report

In his report as secretary-treasurer-manager, Foster F. Farrell said that the past year has been a good one from a legislative standpoint, since there were no bills introduced in the states that were adverse to fraternal benefit societies. The N.F.C. headquarters at Chicago received and examined a total of 354 bills of which only five were enacted into law which pertained to fraternal benefit societies.

Mr. Farrell emphasized the growing importance of Washington as respects fraternal societies. Through its legislative reporting service, N.F.C. headquarters received eight bills on federal legislation. Of this number, H.R. 6000, the social security revision, was the only one pertaining to fraternal benefit societies. Under this law, all local lodge secretaries whose compensation is \$50 in a quarter are subject to the act.

This is a matter which the headquarters office and the N.F.C. law committee have been working on for two years in an attempt to have local lodge



F. F. FARRELL

secretaries exempted. The law committee got up an amendment to the act and requested that it be considered by the Senate finance committee but they did not accept it.

Mr. Farrell paid tribute to the work of Lendon Knight, Royal Neighbors, chairman of the law committee, for having done everything possible in defense of the N.F.C. position, but the background of the bill indicates that the final result was inevitable, Mr. Farrell said.

Each session of Congress finds another committee investigation of tax-exempt groups and each investigation becomes more intense as it becomes more evident that new sources of revenue must be found, Mr. Farrell pointed out. The fraternal societies are interested in maintaining their tax exemption to be able to continue to support their charitable institutions that are one of the primary purposes of the system, he said. Taxes would place such a drain on each society's funds that it would be virtually impossible to render the usual services of a fraternal benefit society, he said.

"It is imperative that all of us be keenly aware of these conditions," Mr. Farrell said. "We must continue to merit the exemption. All of us should review the provisions established for

(CONTINUED ON PAGE 27)

Mueller Elected New President by Secretaries

Fred C. Mueller, secretary of Lutheran Brotherhood, ascended from vice-president to president of the secretaries' section, succeeding Otto Hanson, Independent Order of Svitiod.

Margaret Walker, Royal Neighbors, was named vice-president. Miss Josephine Weigl, Catholic Order of Foresters, was reelected secretary-treasurer.

The new executive committee consists of Mr. Hanson, Mrs. Clara B. Bender, Degree of Honor Protective Assn., and Peter Wiggle, Maccabees.

Dr. George W. Petrie, of the applied science department of International Business Machines, told of electronic developments and how they are being incorporated into new office equipment and machinery.

The extra benevolences of fraternal societies were extolled in a talk by William G. Fisher, executive vice-president of Lutheran Brotherhood. He told how his organization supports girl and boy scout organizations, nurses, etc., and, in general goes beyond what it would be required to do in bringing the added benefits of fraternalism to members.

Hersh President of Law Section

David A. Hersh, general counsel of Maccabees, was elected president of the law section succeeding Robert Bigelow, president and general counsel Independent Order of Foresters, Toronto.

W. E. Mooney, general counsel Woodmen of the World, was elected vice-president and George H. McDonald, assistant general counsel Modern Woodmen, was reelected secretary-treasurer.

Judge Benjamin J. Rabin of the New York state supreme court spoke on "Life Insurers in the Courts" in one of two addresses heard by the section.

A summary of his state's laws covering the supervision of foreign societies was given by Raymond Harris, deputy superintendent and counsel of the New York department. He reviewed the authority of the superintendent concerning foreign societies as contained in the insurance law, and cited numerous court decisions on the superintendent's licensing powers. He covered the evolution of New York law pertaining to fraternals and summarized recent legislation.

The law section and Fraternal Actuarial Assn. assembled for a joint discussion of 18 different problems incident to securing department approval of certificate forms.

Maccabees President Advanced at Annual Meet; Hart Now V.-P.

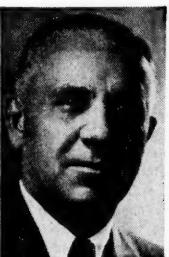
Informing Members of Socialistic Encroachments is Big Message

By DONALD J. REAP

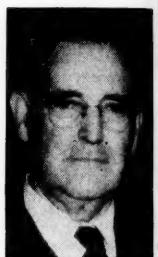
NEW YORK—That fraternal societies must assume a greater obligation in acquainting their members with the dangers of socialist encroachments on the democratic way of life was the message carried home by delegates to the annual convention of National Fraternal Congress of America.

The threat of the effect of the war in Korea also pervaded the meeting with many speakers stressing communism and the great need for true fraternalism and peace among men and the important part fraternal societies have in getting this idea across to the public.

John P. Stock, president of Maccabees Lite Insurance Society, was elected as



John P. Stock



Luke E. Hart

the new president succeeding George G. Perrin, general counsel of Modern Woodmen.

Luke E. Hart, supreme advocate of Knights of Columbus, was elected vice-president and in the normal course of events will become president in 1951.

Next year's meeting will take place at the Hotel Morrison in Chicago during the last week in September.

Mr. Stock joined Maccabees in 1915 at Chicago as secretary to the state manager for Illinois. Working his way up through field ranks he became deputy state field supervisor, and, in 1932, state commander and a member of the board.

In 1944, he was elected secretary-treasurer. He became president of Maccabees in 1948. During 1937-38 he was president of Illinois Fraternal Congress. He has been active on N.F.C. committees for many years and has been on the executive committee for the past three years.

Mr. Hart attended the University of Missouri college and law school. He has been on the board of the K. of C. since 1918 and its general counsel since 1922. He has attended every N.F.C. meeting since the Montreal meeting in 1922. He has been on the N.F.C. law committee for many years and is completing his second term on the executive committee.

Foster F. Farrell was reappointed secretary-treasurer.

Members of the executive committee are Ernest R. Deming, Unity Life & Investment Assn.

(CONTINUED ON PAGE 28)



CATHOLIC ORDER OF FORESTERS

67 years of steady growth serving

Catholic homes of the United States and Canada



As of December 31, 1949

Certificates in force 174,587

Benefits paid \$100,908,187.31. Insurance in force \$168,310,531.00

Assets \$50,588,655.75

Donations to Church, Charity, Education, Relief \$15,000,000.00

George H. Crowns
High Secretary

Thomas R. Heaney
High Chief Ranger

30 NO. LA SALLE ST., CHICAGO 2, ILL.



Chatting at the registration desk are Mrs. Ulma Moss, Maccabees, and J. E. Reault, bond investment manager for Maccabees and past president of Fraternal Investment Assn.

Fraternal Groups Tackle Problems in Broader Fields

Perrin, in Presidential Report, Deplores Materialistic Trend

The fraternal benefit societies are increasingly concerned with perplexing national and international problems, said George G. Perrin, vice-president and general counsel of the Modern Woodmen, in his report as president of the National Fraternal Congress.

"The importance of our Congress is recognized by the Chamber of Commerce of the United States and by other organizations dealing directly with these problems, which concern all of us so vitally," said Mr. Perrin. "Any great national threat is our problem. Communism as such is probably not at the present time our great internal national threat. There is among us, brought on by minority pressure groups, a trend toward socialism of the English pattern. But our greatest threat is the apathy of the public and the growing decay in our moral standards."

G. G. Perrin

Material success and political power seem to be the objectives sought rather than spiritual values which the doctrine of fraternity teaches, Mr. Perrin observed, saying that the danger is not so much from without as from within. "This moral decay that was the downfall of the Roman Empire and other great nations warns us of the great need of our fraternal principles," he said.

While there are many uncertainties, he said that one thing that is certain is that education will not save the world from war.

"If the supreme world need is peace, the amicable living together of people of all nations, isn't that just the fraternity our congress advocates?" he asked. "This basic tenet of Christianity is our only hope. If the dignity and freedom of the individual are preserved totalitarianism cannot creep in. Our fraternal societies stress these rights of the individual. That is fraternity in its essence."

State Congresses Important

Mr. Perrin emphasized the importance of the state fraternal congresses, saying that they tend toward unification of effort in problems common to all societies and they keep alive the fraternal way of dealing with local problems, especially legislation. He urged that all states have congresses, if possible, and that all N.F.C. officers and other interested fraternalists attend as many state congress sessions as possible. Mr. Perrin said that he himself attended seven of these meetings during the past year.

Mr. Perrin said that the work of the N.F.C. cannot be judged by its annual conventions alone, despite their importance. The N.F.C., he pointed out, is a continuing institution. To meet ever-increasing problems, the purposes of its existence and the necessity for its functions become constantly more important.

"Were it not for the fact that the regular annual session of the congress elects officers and formulates policies,



Catholic Order of Foresters was represented by Louis E. Caron, high court trustee, Methuen, Mass.; Thomas R. Heaney, high chief ranger, Chicago, and Hugh Young, high court trustee, Minneapolis.

I would say that the most important workings of the congress are not performed at its regular sessions, striking and inspiring as they may be," he said.

Mr. Perrin paid tribute to the fine work of the N.F.C. national headquarters in Chicago which is under the supervision of Foster F. Farrell, secretary-treasurer-manager. The office is the communication center for all problems confronting member societies. Citing the great amount of work done there, Mr. Perrin pointed out that Mr. Farrell counsels the 108 member societies on all conceivable matters, receives reports from insurance departments and communicates with them, receives copies of legislative proposals in each of the 48 states and the federal Congress, examines them and refers to the law committee chairman those that require the attention of the committee. He attends the insurance commissioners' meetings and confers with commissioners on problems affecting the societies.

Work Vital for Societies

For the member societies, particularly those that do not have legal, medical, actuarial, or other similar officers, the work of Mr. Farrell's office is indispensable, Mr. Perrin said.

Discussing the work of the sections, associations and committees, Mr. Perrin said that at these section and association meetings real down-to-earth business is transacted. Last spring, three of these associations met in Chicago during the same week, but not at the same place and he suggested that it would be well if they could meet on consecutive days in one place, so that interested persons could attend the various meetings.

Builds Up Role of Women as Sales Representatives

The whole pattern of insurance is particularly adapted for selling by women, Miss Midge Morton, a New York City representative of Maccabees, told the Fraternal Field Managers Assn., for it is built around the family as a unit, the safety of children, the economic replacement of the breadwinner, and retirement protection, all of them very close to a woman's heart.

Though selling requires considerable technical knowledge and skill, most sales are motivated by emotional appeal at which women are more articulate and more at ease than men, she said. Prospecting is easier for women because they have a natural aptitude for obtaining facts and discovering circumstances, which, with appropriate training, helps them uncover and recognize situations revealing a need for fraternal insurance.

A sales career gives a woman security in the form of deferred earnings for her less productive years. Collectively, women are much more interested than formerly in economic standards. A background of training in family finances helps the woman representative plan the future for her women acquaintances and especially qualifies her for the handling of their insurance problems.

Training, Education, Sales Discussions Feature Fraternal Managers Assn. Meet

A sparkling program full of sales and training ideas featured the meeting of the Fraternal Field Managers Assn. which was well attended. The association meeting was the first event of the four day N.F.C. program.

W. Cable Jackson, Modern Woodmen, was elected president of the association succeeding J. Richard Sims, Woodmen of the World. Mr. Jackson has been vice-president.

J. A. Porterfield, Equitable Reserve Assn., was named vice-president, and John E. Little, Maccabees, was re-elected secretary-treasurer.

Mr. Sims joins the executive committee whose other members are: L. E. Probst, Independent Order of Foresters; Joseph Spencer, Protected Home Circle; Mrs. Florence Jensen, Woodmen Circle, and Harold Houle, Lutheran Brotherhood.

A panel discussion on education and training opened the meeting. Herbert G. Benz acted as chairman and discussed group sales meetings. More and better training of field men will help

cut down turnover, said W. H. Martin, Woodmen of the World. A humorous description of the field man was given by Mr. Jackson in discussing home office schools. He stressed the need for training as a means of helping the man in the field reach his objectives the first of which is to make a living for himself.

Sale and Bear Hunt

After a question and answer session, Mr. Probst gave a talk on field sales aids illustrated by charts comparing a sale with a bear hunt. In tracking down the prospect he said the field man must watch his approach, gain the attention of the prospect, interest him, and then move to a close with the proper ammunition being careful to make this move at the right time.

Evan C. Evans, Kentucky manager for Woodmen of the World, urged field managers to build up the interest of their men in the Fraternal Insurance Counsellor designation. An F. I. C.

(CONTINUED ON PAGE 28)



Greeting . . . The National Fraternal Congress

FAR sighted mothers and fathers plan early for the futures of their children. Many have found an Educational Endowment plan with The Maccabees to be the perfect answer to their needs. Without burdening themselves financially, they are able to fulfill their dream of higher education for their children.

Added to the liberal benefits which The Maccabees Junior plans provide, is the opportunity for social contact with other children. Junior Court training rounds the character, developing confidence and poise.

Excellent sales opportunities are available with:

The MACCABEES
LEGAL RESERVE INSURANCE
5057 WOODWARD AVENUE DETROIT 2 MICHIGAN

* G-R-O-W-T-H *

300 MILLION IN 32 YEARS

IN 26 YEARS
THE FIRST
100 MILLION

IN 4 YEARS
THE SECOND
100 MILLION

IN 2½ YEARS
THE THIRD
100 MILLION

INSURANCE IN FORCE JULY 31, 1950

\$300,429,878.00

FOR AGENCY APPOINTMENTS

Write Superintendent of Agencies

LUTHERAN BROTHERHOOD

Legal Reserve Life Insurance for Lutherans

Herman W. Ekern, President

608 Second Ave. So.

Minneapolis 2, Minn.



THAT WAS THE YEAR
MODERN WOODMEN OF AMERICA
WAS ESTABLISHED

Here are 6 important facts you should know about Modern Woodmen:

1 Modern Woodmen now has a 68-year record of faithful service to insureds and beneficiaries.

2 More than \$745,000,000 has been paid in benefits.

3 Records of prompt payments have seldom been equaled in the life insurance field.

4 Assets exceed \$160,000,000, in a strong investment portfolio.

5 More than 25 certificate forms are issued . . . covering the insurance needs of every member of the family from birth to age 60.

6 Qualified insurance counselors, schooled in the facts and applications of life insurance, give advice which is invaluable in scheduling a life insurance program.

(Attractive contracts and choice territory for agents)



MODERN WOODMEN OF AMERICA
ROCK ISLAND, ILLINOIS

Urge Intramural Publicity Plan to Spread Message

Williams, Public Relations
Chairman, Tells What Can
Be Done Inexpensively

Reporting as chairman of the public relations committee, Norton J. Williams, Equitable Reserve Assn., said that until such time as enough money can be raised, it is not going to be possible to promote a publicity campaign that would carry the fraternal message to the public, but he believes that publicity material could be prepared that might make it possible for all the fraternal societies to use it in their own official publications. This would help educate the members and their families to the society's importance.

Mr. Williams pointed out that a proper amount of education among the society's members would gradually encourage them to talk fraternal life insurance to their friends, neighbors and in this way indirectly contact part of the public not now affiliated with the societies.

Mr. Williams said it has been suggested by a fraternal executive that a series of display advertisements might be prepared and mats supplied to be used in the fraternal journals of all societies affiliated with the congress. Emphasis would be on more fully selling the value of fraternal life insurance to the membership and inducing them in turn to do more word-of-mouth publicity to the general public. Mr. Williams endorsed this idea and passed it along to the incoming committee.

Mr. Williams said another suggestion that came to him from one of the members of the committee is the permanent marking of historical spots that have



Press section official family. Sitting are Richard Jeanes, Royal Neighbors, vice-president; Mrs. Kate K. Miller, Woodmen of the World, Denver, re-elected secretary; Mrs. Mary Kaudy, Women's Catholic Order of Foresters, president, and Michael Roman, Greek Catholic Union of U. S. A., past president. In the executive committee lineup, standing, are Herbert Johnson, Royal Arcanum; Rex James, Praetorians; Miss Margaret Crosthwaite, Maccabees, and Victor Zaremba, Aid Assn. for Lutherans.

been neglected. This project will always get publicity, if properly handled, at the same time render a service to the nation. Each individual society could join in promoting a project of this kind without interfering with the plans of any other society, he said.

Another member of the committee he said, suggested that good publicity could be obtained through the local press by having local lodges invite good speakers to address them at some of their previously arranged big meetings. Another suggestion from a committee member was to invite the principals of public schools to various functions. Not long ago more than 50 children from one public school were given an evening's entertainment.

Publicity does not always have to be done through newspapers, he said. Each fraternal society affiliated with the N.F.C. should carry on the kind of public relations work it can most easily promote, Mr. Williams declared.



N. J. Williams

Representatives from 29 of the 33 affiliated state congresses attended the meeting of the state congresses' section with 85 present for the group luncheon.

Committee reports occupied much of the morning session. L. E. Probst, Independent Order of Foresters, at the luncheon spoke on "This Is a Great Business." Feature talks were also given by Farrar Newberry, president of Woodmen of the World, and Donald Alexander Talley, president of Woodmen Circle.

Leland J. Bailey, Unity Life & Accident, Syracuse, was elected president of the section succeeding Miss Louise Patrick, Woodmen Circle, Pennsylvania. Carl Biebers, Order of the Sons of Hermann, Texas, is 1st vice-president, and Elmer Anderson, Scandinavian American Fraternity, Wisconsin, is 2nd vice-president. Gerald Brown, Protective Home Circle, Pennsylvania, is secretary-treasurer.

Executive committee members are Miss Patrick and Thomas Bacon, Woodmen of the World, of Denver, California; Richard W. Johnson, Maccabees, Florida; Nettie Steinhurst, Royal Neighbors, Michigan; Herbert Hotchkiss, Royal Arcanum, New England, and Russell Ryne, Woodmen of the World.

On Tuesday, National Surety gave a luncheon for Woodmen of the World delegates at the Stork Club.

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assumption.

J. Allen Bell

EQUITAB
Life Insuranc



State congresses section officers and executive committee. All those not otherwise identified are on the executive committee. Sitting are Nettie Steinhurst, Royal Neighbors, Michigan; Carl Biebers, Order of the Sons of Hermann, Texas, first vice-president; Leland J. Bailey, Unity Life & Accident, New York, president; Elmer Anderson, Scandinavian American Fraternity, Wisconsin, second vice-president; Gerald Brown, Protected Home Circle, Pennsylvania, secretary, and Miss Louise Patrick, Woodmen Circle, Pennsylvania, past president. Standing are Russell Ryne, Woodmen of the World, Nebraska; Richard W. Johnson, Maccabees, Florida; Thomas Bacon, Woodmen of the World, Denver, California, and Herbert Hotchkiss, Royal Arcanum, representing the New England Congress.

N.F.C. Press Section Elects Mrs. Kaudy

Haentzschel Heads Medical Section

The traditional breakfast started off a busy day for the press section which held its meeting in a room whose walls were covered by exhibits of the work being done by the different societies. Dr. L. E. Haentzschel, chief medical examiner of Aid Assn. for Lutherans, was elected president of the medical section succeeding Dr. H. R. John, chief medical examiner, Maccabees, at the sectional meeting attended by 27 society representatives.

Mrs. Mary Kaudy, Women's Catholic Order of Foresters, was named president succeeding Michael Roman, Greek Catholic Union.

Richard Jeanes, Royal Neighbors, became vice-president, and Mrs. Kate K. Miller, Woodmen of the World of Denver, was reelected to her customary post of secretary-treasurer.

Members of the executive committee are Herbert Johnson, Royal Arcanum; Rex James, Praetorians; Miss Margaret Crosthwaite, Maccabees; Victor Zaremba, Aid Assn. for Lutherans, and Mr. Roman.

Juls Zvoncheck, Greek Catholic Union, told how the fraternal press can promote society activities and acquaint the public with their work. An information liaison officer of the State Department, Harry W. Seamans, gave an informal talk on how citizens can help make foreign policy. This was followed by a give and take discussion of present State Department policies. A paper on how the fraternal press can pierce the iron curtain was read for Philip A. Hrobak, First Catholic Slovak Union, by John Sirotnak, legal adviser of that society.

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The 25th anniversary meeting of New England Fraternal Congress is scheduled for Boston, Dec. 2, according to its president, Herbert F. Hotchkiss, Royal Arcanum. Mrs. Helena V. Sawyer, Degree of Honor Protective Assn., is arranging a souvenir program.

Ohio Fraternal Congress will meet in Cincinnati Oct. 9-10. Gerald Brown, Protected Home Circle, will preside. Mrs. Mayme Hippel, Woodmen Circle, is program chairman. Speakers include Superintendent Robinson of Ohio, Sam H. Hadley, Protected Home Circle, John P. Stock, Maccabees, and Mrs. Ulma Moss, Maccabees.

INCREASE YOUR INCOME

You make more money selling when you represent a society that has a complete line of modern life insurance contracts.

Life insurance contracts that provide PROTECTION to take care of every need—INCOME for the assured—PROTECTION FOR DEPENDENTS—EDUCATION of children—MORTGAGE payment—ACCIDENT protection—SALARY replacement, help increase sales.

Rates and Reserves based on the latest and most modern C.S.O. mortality table and 2½% interest assumption.

For information write to

J. Allen Porterfield, Field Manager
Sell the Best—Sell for the

EQUITABLE RESERVE ASSOCIATION
Life Insurance for Men, Women and Children
Neenah, Wisconsin



Complete

FRATERNAL LIFE INSURANCE SERVICE For the Entire Family

INSURANCE
IN FORCE
\$395,302,792

ADMITTED
ASSETS
\$129,140,168

ROYAL NEIGHBORS OF AMERICA

—Chartered in 1895—

SUPREME OFFICE

ROCK ISLAND, ILLINOIS

TEAMWORK WINS

Teamwork makes it possible to provide Woodmen safe, sound life insurance protection at cost. It's teamwork, too, that makes Woodcraft's fraternal, and civic service program so beneficial to Woodmen, their families, home communities and the nation.

By teamwork of local Camp officers, members and fieldmen, the Society continues to grow (*) in membership, insurance in force and assets.

(*) Increases in the Past Seven Years

Membership 94,234

(now exceeds 430,000)

Insurance in Force \$136,114,000

(now exceeds \$503,000,000)

Assets \$36,856,000

(now exceed \$173,000,000)

WOODMEN OF THE WORLD
LIFE INSURANCE SOCIETY
OMAHA, NEBRASKA



The executive committee of N.F.C. got things underway on Sunday afternoon with a meeting that lasted several hours.

A STORY WITH A HAPPY ENDING

At maturity, a Gleaner Policy is, indeed, a story with a happy ending. It assures, from the very beginning, that the principal character will attain his goal—whether it be monthly income for his family—education for his children—endowment in his own declining years—or a lump-sum settlement for his beneficiary. And between its date of issue and maturity are all the enriching experiences of fraternal fellowship that can be enjoyed only by those affiliated with a fraternal benefit society.

GLEANER LIFE INSURANCE SOCIETY
5705 Woodward Avenue Detroit 2, Michigan

Proud of their coonskin caps which they picked up in Canada after a board meeting of Woodmen of the World of Omaha at Portland, Me., are John Cochran, state manager for Alabama and national director, and Dr. Herbert B. Kennedy, medical director. They are standing in front of the W.O.W. exhibit in the press section meeting room.



E. H. CARSON

Adherence to Public Service Principles Guards Prestige Against Socialist Ideas

Insurance maintains its high position in public regard despite expanding socialist concepts which create suspicion of businesses handling large amounts of money because of its adherence to fundamental principles of public service, Ellis H. Carson, president of National Surety, said at the final morning's session of the congress.

In an uncertain world where men everywhere are seeking security in the largest sense, insurance men and women are carrying out an invaluable task because they have made their life's work the providing of security against the "accidents of life." They understand more than the average person what creates security or a sense of security and give the business a stabilizing public influence.

As such, it has an integral relationship to the current uncertainty and confusion of thoughts and ideas concerning the capitalist system which, he said, has acquired a sinister implication something bordering on an illegitimate or fraudulent use of people or of wealth.

Represent \$2 Billion Capital

Fraternal associations represent capital of more than \$2 billion, he said. "Your aim is to see that it is usefully and properly employed in the best interests of your nine million members including one million children. Would you say that you and your membership represented capitalism as being a system that favors the concentration of capital in the hands of a few?" he asked.

Sometimes, he said, insurance conservatism is the subject of reproach. It does not mean, however, that the business is not making progress, as witness its size. It is this conservatism which renders it so valuable today, he said.

The concepts which help the successful operation of the business are selection, the need for an insurable interest, the indemnity principle, the principle of trusteeship, and the good faith on which the structure of the business is built.

Selection is important because human instincts and behavior may neutralize or undermine the most careful actuarial

calculations, he asserted. Without it the law of averages or the law of large numbers, on which the business is based, would not operate.

An insurable interest is needed because otherwise the business could easily become a gambling rather than an insurance proposition. Because it follows the indemnity principle a further distinction is made between insurance and wagering since the amount recoverable by the insured is measured by the extent of his loss. If insured could profit from a loss the adverse consequences would not be limited to the experience of insurers. Results would be contrary to public interest which requires courtial to the fullest extent possible the risks of damage to property or loss of life.

Companies are rightly conservative for in that way can they carry out their true trusteeship function. Prudent and stable investment policies are required to safeguard the assets held to meet future liabilities, aside from the statutory requirements involved.

Contracts Based on Good Faith

The contracts of the business are based upon good faith and sold and accepted on that premise. Dealing almost entirely in intangibles, this reputation for fair and honest dealing and intelligent handling of affairs is most essential. Together with the security offered, this justifies insurance its place in the economic sphere. In a materialistic world high type service is unusual. The stability of the business and its reputation is due to the lively appreciation and understanding of these fundamentals by the majority of those engaged in it and the fidelity with which they are practiced, he said.

Finally, he said, the very name of the fraternal movement stands witness to the fundamental article of faith upon which it is founded and upon which it has been guided since its inception. "I refer," he said, "to the brotherhood of man." The good work of fraternalism is by no means limited to its past payments to members exceeding 7 billion dollars.

Richard deR. Kip, instructor of insurance at the Wharton school of the University of Pennsylvania, a speaker at the 1949 meeting of the congress at Washington, made an appearance at the meeting to renew old acquaintances.

PROTECTED HOME CIRCLE SHARON, PA.

FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society

S. H. HADLEY
President

L. D. LININGER
Secretary

SHARON, PA.

A Sign You Can Believe In



Legal Reserve Fraternal Life Insurance

Operates Tuberculosis Sanatorium at Black Mountain, N. C.

309 W. Jackson Blvd.

Service Free to Members

Service at special rates also available to afflicted members of other societies.

Chicago 6, Ill.



Shown here are the new officers of the secretaries section. Seated are Margaret Walker, Royal Neighbors, vice-president; Fred C. Mueller, Lutheran Brotherhood, president; Josephine Weigl, Catholic Order of Foresters, re-elected secretary. Standing are the members of the executive committee: Peter Wiggle, Maccabees; Mrs. Clara B. Bender, Degree of Honor Protective, and Past President Otto Hanson, Independent Order of Swithiod.

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Turner, Mrs.

The seven
supreme rec
B. Spangler,
A. Sexton, M.

Past Year Good One Legislatively

(CONTINUED FROM PAGE 22)

this exemption and be certain each society is adhering at all times.

"We must remember that in any federal hearing or investigation the interrogators are not as interested in a recital of historical background as they are in current facts and figures," he said.

Mr. Farrell said that a large part of the past year has been spent projecting plans for the coming legislative sessions. The N.F.C. has endeavored to get new codes introduced in states where insurance departments have asked that this be done. In other states there are certain amendments to the laws governing fraternals that the N.F.C. would like enacted so that the societies may be granted some latitude for more efficient operations.

Sound Financially

On the financial side, Mr. Farrell said that the N.F.C.'s economic position is better than in recent years, that it was able to operate within its budget and still have a bank balance. Expenses have been at a minimum largely because only 12 state legislatures met in regular session. Next year, expenses will be increased considerably.

Mr. Farrell expressed appreciation of the fine work of the N.F.C. officers and committees. He mentioned specifically the fraternal week committee and the publicity committee as being "unsung heroes" because their members spend

many weeks preparing the finished product which the members see.

Mr. Farrell recalled that two years ago the executive committee authorized him to buy copies of the "Fraternal Compend-Digest" to be sent to all insurance departments. He said that the expressions of appreciation from the latter have been tremendous and that commissioners have told him personally that the information in the "Digest" is invaluable.

Luke E. Hart, supreme advocate of Knights of Columbus, St. Louis, new N.F.C. vice-president, earlier this year made a seven-week trip to most western European countries. While partaking in Holy Year ceremonies, he had a private audience with the Pope at Rome. Later he had an interview with Generalissimo Franco of Spain. He found Franco quite popular in the country, economic conditions good, little unrest, and perhaps a slight monarchist movement.

Herbert G. Benz, Aid Assn. for Lutherans, led a delegation to Yankee stadium to see the New York-Washington doubleheader. Detroit baseball fans were unhappy as the week started because of the way the pennant chase turned in the next to last week of the season. The Maccabees delegation was feeling "mighty low."

Dr. James J. O'Leary, director of investment research of Life Insurance Assn. of America, was moved up on the program of the Fraternal Investment Assn. when business required him to make a trip to Washington on Monday. He flew to Washington immediately after making his talk and was scheduled to fly back to attend another investment function that evening.



Modern Woodmen delegates are John C. Phillips, J. W. Fitzsimmons, Henry F. Turner, Mrs. Vivian Watkins, and R. H. Talbot.



The seven Royal Neighbors executives in this scene are Mrs. Anna M. Cooley, supreme receiver; Mrs. Jessie L. Mitchell, chairman supreme managers; Miss Anna B. Spangler, supreme manager; Mrs. France L. Torkelson, supreme oracle; Mrs. Nelle A. Sexton, Mrs. Edna E. Walsh, and Mrs. Margaret Gorman, supreme managers.

One of America's Leading Fraternal Life Insurance Societies

♦ ♦

Ledger Assets . . . Over \$124,000,000

Insurance In Force . . Over \$532,000,000

Benefits Paid Since

1902 Over \$ 55,000,000

♦ ♦

AID ASSOCIATION FOR LUTHERANS

Legal Reserve Life Insurance

Home Office: Appleton, Wisconsin

Grandma Had Reasons...

Nearly sixty years ago when our society was founded it was somewhat unusual for women to enjoy protection programs. But when grandma became aware of the benefits she could expect from membership with us, she not only joined, she became another of our enthusiastic supporters!

Today there are numerous "all-society" families in our membership because . . . today . . . as three generations ago . . . women find more important than ever "grandma's reasons" for joining: sound, legal reserve life protection, planned for women, by women . . . coordinated with a complete fraternal activities program.

Supreme Forest WOODMEN CIRCLE

Omaha, Nebraska

Dora Alexander Tally, President

Clara B. Cassidy, Secretary

STOCK IS NOW AT N.F.C. HELM

(CONTINUED FROM PAGE 22)

Accident; Susan Matuscak, First Catholic Slovak Ladies Union; Mary E. McCullough, Women's Catholic Order of Foresters; R. George Ransford, Gleaner Life; Lendon A. Knight, Royal Neighbors; George R. Perrin, Modern Woodmen; Robert Biegelow, Independent Order of Foresters.

The four-day congress got underway with meetings of Fraternal Field Managers Assn. and Fraternal Investment Assn. providing the Monday activity. Tuesday was the busiest day with Fraternal Actuarial Assn. and six sections conducting simultaneous meetings.

Fraternal Insurance Counsellors Assn. made its debut at the congress. Another new group, Fraternal Youth Counsellors Assn., bowed in with a well attended breakfast that preceded the first general session.

The Youth association officers are: President, Mrs. Vivian Watkins, Modern Woodmen; vice-president, Hugh P. Young, Catholic Order of Foresters; secretary, Mrs. Edna E. Dugan, Degree of Honor, and treasurer, John Badovinac, Croatian Fraternal Union of America.

The law committee under L. A. Knight, Royal Neighbors, gave a state-by-state account of legislative activities during the past year. No unfavorable bills were passed in any of the states. The committee unsuccessfully opposed the inclusion of local lodge secretaries and full time field agents under the coverage of the revised social security act.

At the opening general session, Arthur H. Motley, president of Parade Publications, told the congress that fraternal societies have a firm place in America and urged them to tell their story in dynamic fashion.

Greetings were given by representatives of the New York and Canadian

congresses with Mr. Stock responding for the N.F.C.

M. Lyle Spencer, dean of the school of journalism of the University of Syracuse, spoke at the afternoon session.

A memorial service address was given by the chaplain of 1st army, Col. Joseph R. Koch. He stated that in carrying out the true work of fraternalism it would be doing the work of God.

Registered attendance was about 325 with guests from the area increasing the total to approximately 450.

Mr. Perrin presided at the annual banquet which, competing with the Louis-Charles fight and other night time attractions of the big city, drew more than 330 persons.

Carson, Grampell Speak

Ellis H. Carson, president of National Surety, spoke at the Thursday session. The featured speaker in the afternoon was Dr. Ralph J. Gampell, the doctor who left England to study and practice in this country after he became dissatisfied with socialized medicine.

An interesting display at the meeting was that of National Fraternal Flag Day Foundation. The foundation collected and displayed the flags of more than 60 countries in a room dedicated to the founder of flag day, Bernard J. Cigran. It was June 14, 1885, that Mr. Cigran conceived the idea of flag day at Wabauka, near Fredonia, Wis. Thirty-one years later the day was officially proclaimed by President Wilson. The foundation is promoting efforts which will result in the restoration of the original site of the first ceremony. Ed Brown, Chicago consulting actuary, submitted the report of the committee on the revision of blanks. He said the changes contained in the

annual statement blanks for 1950 are relatively few and make no material change. His report included a listing of the changes.

J. Howard Sims, Fidelity Life Assn., chairman of the field work committee, told of the activities of the Fraternal Field Managers Assn. and its work in cooperation with the Fraternal Insurance Counsellors Assn. He described the progress that is being made in bringing about a good relationship between the field departments of the various fraternal societies, not only among office personnel but among the field workers also.

Mr. Sims said that at the mid-year meeting of the Fraternal Field Managers Assn. in May at Chicago, it was especially gratifying to note that many of the presidents of the societies were on hand. He said there were more home office officials present than ever before.

Mr. Sims said that it is impossible to over-emphasize the importance of having well-trained men and women representing the societies in the field and that much planning and study should be given to their education, supervision and training.

LODGE ACTIVITIES

Stephen M. Tkatch, Greek Catholic Union, reported as chairman of the committee on lodge activities. The committee recommended the following program to member societies: (1) ascertain how much "lodge life" prevails in their societies; (2) conduct thoughtful study or survey of the interests and needs of the membership and then act in accordance with the results and findings in order to enhance, foster, and promote lodge activities; (3) boldly feature lodge activities in the official bulletins, magazines and organs of the respective societies; (4) consider prize awards to lodges sponsoring the most successful programs; (5) urge local lodge officers to avail themselves of newspaper and radio publicity; (6) guard against the infiltration of subversive persons; (7) foster Americanism and combat communism or any others "isms" antagonistic to the republican form of government and democratic principles.

No New Admissions

A. L. Saulmon, Ben Hur Life, reporting for the committee on state of the order and statistics, said that no applications were received and no society admitted to membership during the past year and at the close of 1949 there were 108 societies affiliated with the N.F.C. The report included the financial statement covering 1949.

The committee on general welfare, headed by J. F. Lamb, Knights of Columbus, discussed the extra-curricular work of fraternal societies such as education, youth work, and care of the aged and indigent. A compilation of this added activity would be very helpful, the committee said, to show just how much the fraternal benefit system is

doing. Commenting on the failure of past questionnaires to develop sufficient response to make the studies valid, it suggested that societies be more receptive to such a study if another one is undertaken in the future.

MEMBERSHIP

Because of the difficulty of attracting new member societies by mail canvass, the membership committee, headed by L. J. Bayley, Unity Life & Accident, recommended that the N.F.C. place this project on a personal contact basis. Since the members who join these societies are solicited by salesmen who meet them face to face, it is folly to believe that the officers of non-member societies can be convinced in any other way, the report points out.

This program will take some courage as the initial expense might run into a substantial figure, but if the N.F.C. wishes to expand its services to the desired level, new members must be obtained, Mr. Bayley stated.

Fraternal Managers Hold Forth

(CONTINUED FROM PAGE 23)

Assn. has been formed in the past year and is outlining plans for future expansion.

Mr. Porterfield spoke on selling increases and a talk on junior selling was given by Mrs. Edna Dugan, Degree of Honor Protective Assn.

Insurance Is Vital

Life insurance is vital to the continued existence of democracy, Robert W. Osler, editor of life publications for Rough Notes Co., told the group. Every sale made means one less chance of someone's going to Washington to ask that it be done for them. Life insurance, he said, is the only way left to build security that doesn't require the giving up of freedom. If this last way fails, he warned, the last route to privately won security has gone and democracy will have lost.

Fraternal organizations and their representatives are in an even better position than the agent of the commercial company to tell people of the importance of buying their own security, he said because they have much closer ties to their certificate holders.

The new officers of the association were installed by Fred A. Johnson, supreme archon of Royal League, a past president of the association. Preceding the installation he presented a "ball throwing" trophy to Joseph Spencer, Protected Home Circle, who will hold it until next year when it will go to Mr. Sims.

Fred A. Johnson, supreme archon of the Royal League, became ill en route to New York on the train but was up and about Monday afternoon.

A WINNING TEAM!

• Your OWN AGENCY established with Kansas' OLDEST LIFE INSURANCE Society

This Legal Reserve Society is expanding its Agency force . . . Rich territories open to Men who want to INCREASE their INCOME . . . Full line of Protection . . . NO WAR CLAUSES!

— WRITE TODAY —

ANCIENT ORDER OF

UNITED WORKMEN
LIFE INSURANCE SOCIETY
NEWTON, KANSAS

NATIONAL COUNCIL JUNIOR ORDER UNITED AMERICAN MECHANICS

A Patriotic All-American Fraternity founded in 1853. . . Offering a real fraternal package of Americanism, fellowship and the best in modern legal reserve protection to American men and boys. . .

Insurance department established 1893 . . .

- Excellent territory available for full or part time representatives.

M. D. COLLINS, President

JAMES L. WILMETH, Secretary

Home Office: 3025-27-29 N. Broad St., Philadelphia 32, Pa.

During an intermission at the Fraternal Field Managers Assn. meeting —Herbert G. Benz, Aid Assn. for Lutherans; Horace L. Rosenblum, Woodmen of the World, and Henry R. Freitag, Modern Woodmen.



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Our doubts turned to cheers!

says Mrs. Hugo Theimer, Mankato, Minnesota

"Hugo and I were getting along in years when we joined the Minnesota Mutual family. Teaching an old dog new tricks is a difficult assignment, so we had been skeptical of making the change. After five years we know that in selecting the Minnesota Mutual we made the wisest choice of our lives.

"For years after we were first married Hugo ran his own store, so he knew how to be his own boss. His earnings were more than ample to raise our three children generously. Then suddenly our prospering business was tragically wiped out by fire. At 49 Hugo had to seek a new life's work.

"After considering several opportunities Hugo became a life insurance salesman—was soon doing very well. He really enjoyed telling people about the protection that had meant so much to us through our married life and was a consistent producer. But having run his own business, Hugo did not like being an unimportant cog in a big machine, where there were few personal, human relationships.

"When our good friend Reuben Lackey—now our General Agent—suggested that in the Minnesota Mutual, Hugo would find the personal touch, we weren't so sure that changing jobs again would be wise. Then we were given a demonstration of the Minnesota Mutual's wonderful Organized Sales Plan. Immediately we knew that here was the career that Hugo had been seeking.

"Hugo says that with the Organized Sales Plan the Company's varied life contracts practically sell themselves. Prospects are more receptive. And Hugo is satisfying his desire to help the greatest possible number of people find security through life insurance.

"Thanks to the Minnesota Mutual, we have again that grand feeling of complete happiness and security ourselves."

Hugo Theimer joined The Minnesota Mutual May 22, 1945 and in his five years with the R. I. Lackey Agency has been a constant producer of quality business. He is a member of the M Club and in 1949 received 7% of first year commissions in extra club credits

as a quality award. The company's exclusive Organized Sales Plans with the new Success-O-Graph® are sales aids which Hugo finds indispensable.

*registered U. S. trademark.

Organized 1880
The Minnesota Mutual
Life Insurance Company

SAIN T PAUL 1, MINNESOTA

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

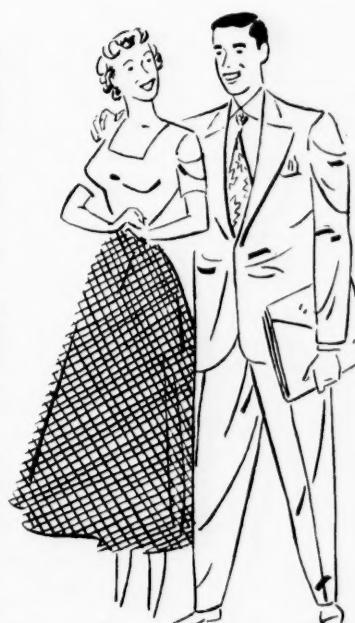
Saint Paul 1, Minnesota

I want to know how Hugo Theimer does it. I may be interested. No obligation to me, of course.

Name _____

Address _____

City _____ Zone _____ State _____



Here are two reasons why

Northwestern Mutual Agents are so well qualified to offer Planned Incomes Service*

1. Advertising to the purpose



"I've found the best advice costs nothing extra when you buy life insurance"

by Carl J. Sharp, President, Acme Steel Company

Here are excerpts from three Northwestern Mutual advertisements. Often in the headlines, always in the copy—these advertisements, featuring statements by prominent men, point out the advantages of the *complete program of life insurance*.

They urge also the need for competent advice.

Proofs are available to agents for mailing to prospects. And ask any Northwestern Mutual agent about their effectiveness!



"Too many men have life insurance instead of a life insurance program"

by John F. Cuneo, President, The Cuneo Press



"Let's not deceive ourselves about how much family protection we have"

by William T. Faricy, President, Association of American Railroads

2. Special Training for the purpose

No company excels Northwestern in the training of agents. And the Planned Incomes programming technique gets special emphasis.

This service, as offered by Northwestern Mutual Agents, is no "sales presentation" conceived and written in a matter of days. It is the development of half a century . . . the combined, thoughtful, proven contribution of many successful Northwestern men over the years.

Recently Northwestern agents were provided with a new authoritative Manual on Planned Incomes. We believe this new manual, comprehensive and fully indexed as it is, is the ultimate, *to date*, in practical guides on this important subject.



**Making another reason why no company excels Northwestern Mutual in that happiest of all business relationships—old customers coming back for more.*

"THE CAREER COMPANY"

The NORTHWESTERN MUTUAL Life Insurance Company

MILWAUKEE, WISCONSIN

Established 1857